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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Social Media & Digital Marketing Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

20

1. Attempt all parts:-

1-a. Marketing _____ is the process of leveraging software to automate repetitive marketing tasks. (CO1, K1) 1

- (a) Strategy formulation
- (b) Mix
- (c) Automation
- (d) Poistioning

1-b. _____ is the use of paid ads that match the look, feel and function of the media format in which they appear. (CO1, K1) 1

- (a) Promotional Ads
- (b) Buy buttons
- (c) SEM
- (d) Native advertisement

1-c. Micro-blogging is _____. (CO2, K2) 1

- (a) Blogging regularly
- (b) Blogs by companies, not individuals
- (c) Blogs with limited individual posts, limited by character count
- (d) Blogging from mobile

1-d. Name the features offered by LinkedIn for paid business accounts. (CO2, K2) 1

- (a) Facilitate posting pictures

- (b) Facilitate to connect directly and send messages to people
 - (c) Ability to post in Groups and create a Group
 - (d) Ability to block users
- 1-e. In mobile marketing, the full form of LBS is _____. (CO3, K1) 1
- (a) Location based service
 - (b) List based service
 - (c) Lead based service
 - (d) None of the above
- 1-f. _____ marketing is used as an umbrella term for SEO and Search Engine Marketing (SEM). (CO3, K2) 1
- (a) Native
 - (b) Content
 - (c) Direct
 - (d) Search
- 1-g. When evaluating the ROI of a social media campaign, _____ metric is most relevant. (CO4, K2) 1
- (a) Number of followers gained
 - (b) Total likes on posts
 - (c) Conversion rate from social media traffic
 - (d) Number of posts shared
- 1-h. The best platform for engaging in Online PR activities is _____. (CO4, K2) 1
- (a) Twitter
 - (b) A company blog
 - (c) Google Analytics
 - (d) CRM software
- 1-i. _____ tool is most commonly used for Web Analytics. (CO5, K2) 1
- (a) Google Analytics
 - (b) Microsoft Office
 - (c) Photoshop
 - (d) Canva
- 1-j. In Google Ads, what does the Quality Score measure? (CO5, K2) 1
- (a) The relevance of ads, keywords, and landing pages
 - (b) The number of ads in a campaign
 - (c) The amount of budget allocated
 - (d) The number of competitors in your industry

2. Attempt all parts:-

- 2.a. Discuss the concept of Dedicated Sites. (CO1, K2) 2
- 2.b. Explain the concept of Tweets. (CO2, K2) 2

- | | | |
|------|--|---|
| 2.c. | Expand and explain SERP. (CO3, K2) | 2 |
| 2.d. | List down 2 characteristics of Digital leadership. (CO4, K2) | 2 |
| 2.e. | Define the term “Bounce rate” in Google Analytics. (CO5, K1) | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|--|---|
| 3-a. | Discuss some of the recent Digital marketing practices adopted by businesses. (CO1, K2) | 6 |
| 3-b. | Enlist and explain different types of Digital Customers. (CO1, K2) | 6 |
| 3-c. | Illustrate the stages of Content Management Cycle. (CO2, K3) | 6 |
| 3-d. | Explain the role and significance of Emails in marketing. (CO2, K2) | 6 |
| 3.e. | Evaluate the role of Videos and Images in Content Marketing. (CO3, K4) | 6 |
| 3.f. | Discuss Vicious Cycle and Virtuous Cycle in context of Online Reputation Management. (CO4, K2) | 6 |
| 3.g. | Appraise the potential impact of the Metaverse on digital marketing and customer engagement. (CO5, K5) | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|---|----|
| 4-a. | Imagine yourself as an owner of a business venture. How will you promote your product online, what strategies and which channels will you use for targeting and positioning your business and products. (CO1, K3) | 10 |
| 4-b. | “Digital marketing has shifted the landscape of traditional marketing” Discuss and depict the shift of Traditional marketing to Digital marketing. (CO1, K3) | 10 |

5. Answer any one of the following:-

- | | | |
|------|--|----|
| 5-a. | Discuss how you can use Instagram to promote your product. What special features does this social media platform offer to promote your business. (CO2, K3) | 10 |
| 5-b. | Explain the usage, advantages and disadvantages of any 2 social media platforms. (CO2, K2) | 10 |

6. Answer any one of the following:-

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|------|---|----|
| 6-a. | 'Marketing Gamification has made marketing more interesting and fun'. Assess the benefits of Gamification with suitable examples. (CO3, K4) | 10 |
| 6-b. | Analyze the role and working of SEO to enhance online visibility for a firm. (CO3, K4) | 10 |

7. Answer any one of the following:-

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|------|--|----|
| 7-a. | 'Digital PR is a sub-service of Content Marketing'. Explain this statement by taking examples of different Online PR strategies adopted by companies. (CO4, K3) | 10 |
| 7-b. | In this competitive global era, Digital transformation is necessary for the success of an organization. Do you agree? Explain. Also, illustrate the Digital maturity | 10 |

matrix to support your answer. (CO4, K3)

8. Answer any one of the following:-

- 8-a. Appraise the concept of Social Media Analytics and different types of Analysis that are performed by Organizations to assess performance of their social media campaigns. (CO5, K4) 10
- 8-b. Assess the role of Virtual Reality and Augmented Reality in today's digital world. Also, discuss its applications in business. (CO5, K5) 10

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