NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

PGDM (STANDARD)

TRIMESTER-IV THEORY EXAMINATION (2024-2025) (COP)

Subject –Digital & Social Media Marketing

Time: 2Hrs.30 min   **Max. Marks:60**

General Instructions:

IMP: Verify that you have received question paper with correct course, code, branch etc.

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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   15

1. Attempt **all** parts:-

1-a.	Define digital marketing. (CO1)	1
1-b.	Define content marketing. (CO2)	1
1-c.	Identify one feature of Instagram as a marketing tool. (CO3)	1
1-d.	State one purpose of online reputation management. (CO4)	1
1-e.	Name one digital platform that is revolutionizing customer engagement. (CO5)	1

2. Attempt **all** parts:-

2.a.	Explain how digital marketing enhances consumer engagement. (CO1)	2
2.b.	Explain the relationship between branding and content. (CO2)	2
2.c.	Explain how social media advertising increases brand awareness. (CO3)	2
2.d.	Describe the role of online PR in brand management. (CO4)	2
2.e	Discuss how Internet of Things (IoT) contributes to business efficiency. (CO5)	2

SECTION – B   15

3. Answer any **three** of the following-

3-a.   Analyze the shift from traditional to digital marketing and its impact on businesses. (CO1)   5

3-b.   Analyze the impact of content marketing on consumer decision-making. (CO2)   5

3-c.   Assess the benefits and challenges of using social media for customer service. (CO3)   5

3-d.   Analyze the importance of digital transformation for organizational success. (CO4)   5

3-e.   Demonstrate how data analytics can be utilized to improve decision-making processes in a digital business environment. (CO5)   5

SECTION – C   30
Case Let & Application Based

4. Answer any **one** of the following-

4-a.   Design a digital marketing strategy for a new product launch using the 7Ps framework.
 (CO1)   6

4-b.   Evaluate the challenges of maintaining consumer privacy in digital marketing.(CO1)   6

5. Answer any **one** of the following-   6

5-a.   Create a digital promotion strategy using content marketing and social media platforms. (CO2)   6

5-b.   Design an SEO plan for a startup aiming to improve its website ranking.(CO2)   6

6. Answer any **one** of the following-

6-a.   Create a social media marketing plan for a local business using multiple platforms. (CO3)   6

6-b.   Evaluate the role of social media analytics in improving campaign performance.(CO3)   6

7. Answer any **one** of the following-

7-a.   Propose a plan for digital transformation in a traditional organization. (CO4)   6

7-b. Create a framework for evaluating the ROI of a digital marketing strategy. (CO4)   6

8. Answer any **one** of the following-

8-a. Evaluate how businesses can use social media trends to adapt and innovate their marketing strategies.(CO5)   6

8-b. Investigate the role of cybersecurity in the success of digital innovations and trends in business operations.(CO5)   6