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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2025 - 2026)

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. A _____ mobile site is a separate version of your website designed exclusively for mobile devices. (CO1, K2) 1
- (a) dictated
- (b) non dictated
- (c) dedicated
- (d) non dedicated
- 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. The maximum characters allowed in SMS marketing are _____. (CO2, K1) 1
- (a) 150
- (b) 160
- (c) 170
- (d) 180

- 1-e. We use keywords in _____. (CO3, K2) 1
- (a) Tags
 - (b) Title
 - (c) Description
 - (d) All of the above
- 1-f. _____ is the most common delivery channel in terms of mobile marketing. (CO3, K2) 1
- (a) Graphic
 - (b) Text
 - (c) Voice Call
 - (d) Search engine marketing
- 1-g. The correct abbreviation of ROI is _____. (CO4, K1) 1
- (a) Risk on Investment
 - (b) Return on Income
 - (c) Return on Investment
 - (d) Risk on Income
- 1-h. _____ is NOT a component of digital transformation. (CO4, K2) 1
- (a) Business process transformation
 - (b) Cultural transformation
 - (c) Technological transformation
 - (d) Natural resource extraction
- 1-i. The primary purpose of Web Analytics is _____. (CO5, K2) 1
- (a) To analyze competitors' websites
 - (b) To measure and optimize website performance and user behavior
 - (c) To monitor internet speed
 - (d) To create website content automatically
- 1-j. The primary purpose of Google Ads is _____. (CO5, K2) 1
- (a) To provide free website hosting
 - (b) To help businesses reach their target audience through paid advertising
 - (c) To improve organic search rankings
 - (d) To monitor website security
2. Attempt all parts:-
- 2.a. State a difference between Digital and traditional consumer. (CO1, K2) 2
- 2.b. List down 2 uses of Youtube. (CO2, K2) 2
- 2.c. Define Video marketing. (CO3, K2) 2
- 2.d. List any 2 Online reputation management strategies. (CO4, K2) 2
- 2.e. Name the metrics that social media analytics tools track. (CO5, K2) 2

SECTION-B

30

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Briefly explain the journey of online consumers with the help of an example. (CO1, K2) 6
- 3.a.(ii) Discuss some of the recent Digital marketing practices adopted by businesses. (CO1, K2) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Illustrate the stages of Content Management Cycle. (CO2, K3) 6
- 3.b.(ii) Identify the ways in which Facebook can be used for marketing. (CO2, K3) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Analyze the working and functions of search engines in detail. (CO3, K4) 6
- 3.c.(ii) Elaborate on Search Marketing and its application in digital marketing. (CO3, K3) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Analyze the roles of a digital leader. (CO4, K4) 6
- 3.d.(ii) Discuss in detail, the term SMACIT in terms of technology. (CO4, K2) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Compare and contrast real-time analytics and historical analytics in web analytics. (CO5, K4) 6
- 3.e.(ii) 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:-
- 4-a. Design a marketing mix for any product of your choice. (CO1, K6) 10
- 4-b. Discuss the concept of Digital marketing and its 5 D's. (CO1, K2) 10
5. Answer any one of the following:-
- 5-a. If a company wants to run a campaign across different social media platforms, which platforms will you recommend. Support your answer giving suitable example. (CO2, K3) 10
- 5-b. Enumerate and explain the different trends in social marketing. Compare them in context of India and the world. (CO2, K4) 10
6. Answer any one of the following:-
- 6-a. 'Marketing Gamification has made marketing more interesting and fun'. Assess the benefits of Gamification with suitable examples. (CO3, K4) 10
- 6-b. A mid-sized travel agency wants to increase bookings for its holiday packages during the off-season. They already have a website and social media pages but struggle with low traffic and poor conversion rates. What integrated digital marketing strategies should the agency apply to: i) Drive more qualified traffic to their website ii) Convert visitors into paying customers iii) Retain those customers for future bookings (CO3, K3) 10
7. Answer any one of the following:-
- 7-a. Analyze how do businesses calculate the profitability of their digital strategies. Explain with the help of a formula and example. (CO4, K4) 10
- 7-b. '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

8. Answer any one of the following:-

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| 8-a. | Analyze the role of emerging technologies such as AI, IoT, and blockchain in driving digital transformation. (CO5, K4) | 10 |
| 8-b. | Evaluate any two tools of Web Analytics in detail. (CO5, K5) | 10 |

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