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

MCA Integrated

SEM: V- THEORY EXAMINATION (2025 - 2026)

Subject: Fundamental Of Digital Marketing And Optimization

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. The factor influencing digital consumer behavior the most. (CO1, K2) 1
- (a) Price
- (b) Online reviews
- (c) Weather
- (d) Geography
- 1-b. The digital tool MOST directly helping customer engagement. (CO1, K2) 1
- (a) Chatbots
- (b) Pen drives
- (c) Television
- (d) Photocopiers
- 1-c. Choose an example of visual content (CO2, K2) 1
- (a) Infographic
- (b) Podcast
- (c) Blog
- (d) Review
- 1-d. Best platform for professional networking (CO2, K2) 1
- (a) Instagram
- (b) Pinterest
- (c) TikTok
- (d) LinkedIn
- 1-e. Method is NOT part of content seeding? (CO3, K3) 1

- (a) Influencers
 (b) Random posting
 (c) Paid placement
 (d) Collaboration
- 1-f. Option is NOT a digital metric: (CO3, K3) 1
 (a) Height
 (b) Impressions
 (c) Conversion
 (d) Clicks
- 1-g. Social apps mainly used for. (CO4, K2) 1
 (a) File editing
 (b) Communication and engagement
 (c) Calculations
 (d) Printing
- 1-h. The app that introduced “Stories” first is. (CO4, K2) 1
 (a) Snapchat
 (b) Instagram
 (c) TikTok
 (d) YouTube
- 1-i. Twitter’s maximum character limit (2025) is (CO5, K2) 1
 (a) 140
 (b) 280
 (c) 1000
 (d) 500
- 1-j. LinkedIn Social Plugins allow (CO5, K2) 1
 (a) Random ads
 (b) Video downloads
 (c) Embedding LinkedIn buttons on websites
 (d) Only offline form
2. Attempt all parts:-
- 2.a. Define digital opportunity (CO1, K1) 2
 2.b. Name two tools used for content creation (CO2, K2) 2
 2.c. Discuss two benefits of social media for business. (CO3, K3) 2
 2.d. One difference between Instagram Live and Stories. (CO4, K3) 2
 2.e. Explain benefit of personal branding for professionals (CO5, K3) 2

SECTION-B

30

3. Attempt all parts:-

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

- 3.a.(i) Explain any three key characteristics of digital consumer behavior with examples (CO1, K3) 6

3.a.(ii)	Define SEO and explain its importance in digital marketing (CO1, K2)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Explain the role of eBooks and whitepapers in digital marketing (CO2, K2)	6
3.b.(ii)	Discuss three advantages of creating a social media community (CO2, K3)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Write a short note on three content creation tools. (CO3, K3)	6
3.c.(ii)	Explain communities increase customer loyalty. (CO3, K3)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Explain how Instagram Insights help businesses track performance. (CO4, K3)	6
3.d.(ii)	Explain how paid ads help in faster audience development. (CO4, K4)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Discuss role of authenticity, consistency and audience targeting in personal branding success (CO5, K4)	6
3.e.(ii)	Discuss benefits of using YouTube Analytics to improve content quality, engagement metrics and marketing decisions (CO5, K3)	6
SECTION-C		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Explain how digital transformation improves efficiency in Marketing, HR, and Finance departments (CO1, K3)	10
4-b.	Explain the key differences between traditional and digital marketing (CO1, K3)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Write short notes on Facebook, Instagram, LinkedIn, and Twitter as business platforms (CO2, K2)	10
5-b.	Explain influencer marketing and its relevance, advantages, and risks (CO2, K4)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss micro-influencers are changing brand promotions. (CO3, K4)	10
6-b.	Critically analyze the impact of social media on customer engagement. (CO3, K4)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Explain the concept of 3V Advertising with one real-world example. (CO4, K4)	10
7-b.	Define Instagram Analytics and list key metrics. (CO4, K3)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Explain complete framework of personal branding from identity development to public positioning with examples (CO5, K4)	10
8-b.	Evaluate impact of collaborations and influencer networking on channel growth (CO5, K4)	10