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

MBA (Integrated)

SEM: VII - THEORY EXAMINATION (2025 - 2026)

Subject: Social media & Digital Marketing Analytics

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

1-a. _____ 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-b. _____ is Facebook's proprietary platform advertising service for desktop users. (CO2, K1) 1

- (a) Facebook Exchange
- (b) Edge Rank
- (c) Meta
- (d) Marketplace

1-c. PPC stands for _____. (CO3, K1) 1

- (a) Post Per Click
- (b) Pay Per Cost
- (c) Pay Per Click
- (d) None of the above

1-d. The primary risk of ignoring negative online reviews is _____. (CO4, K2) 1

- (a) Positive PR
- (b) Increased sales
- (c) Damage to brand reputation
- (d) Improved website traffic

- 1-e. A common example of IOT device is _____. (CO5, K2) 1
- (a) Smart refrigerator
 - (b) Desktop Computer
 - (c) Landline phone
 - (d) External hard drive

2. Attempt all parts:-

- 2.a. Define Marketing Automation. (CO1, K1) 2
- 2.b. Explain the concept of Influencer marketing. (CO2, K2) 2
- 2.c. Define the term 'Organic Listing'. (CO3, K2) 2
- 2.d. State one difference between online PR and traditional PR. (CO4, K2) 2
- 2.e. Mention one application of AR/VR in education. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Discuss the digital marketing strategies used for business now a days. (CO1, K2) 5
- 3-b. Illustrate the stages of Content Management Cycle. (CO2, K3) 5
- 3.c. Write short notes on: a) Live Videos b) Testimonials. (CO3, K2) 5
- 3.d. Evaluate the methods used for calculating Social media marketing ROI. (CO4, K5) 5
- 3.e. Appraise the potential impact of the Metaverse on digital marketing and customer engagement. (CO5, K5) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. State the reasons for the tremendous growth of Digital marketing in current scenario. (CO1, K2) 6
- 4-b. Explain the various types of Digital Customers with examples. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. A new bakery in your city wants to attract more customers and increase online sales. The owner has a small budget and is considering using social media. Suggest any 2 Social media platforms the bakery can use to promote its products online. (CO2, K3) 6
- 5-b. Discuss what is Facebook used for. State reasons why it is considered as the most popular social media network. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Define SEO. Differentiate between On -page and Off-page SEO. Explain major On-page SEO tools and techniques. (CO3, K4) 6
- 6-b. Explain the concept of Marketing Gamification and explain giving examples, why it has become popular these days. (CO3, K2) 6

7. Answer any one of the following:-

- 7-a. Explain what is ORM and how it is different from PR? (CO4, K2) 6
- 7-b. Illustrate the digital maturity matrix with the help of a diagram. (CO4, K3) 6

8. Answer any one of the following:-

- 8-a. Analyze the setup and working of Google Ads conversion tracking. How does it improve campaign performance? (CO5, K4) 6
- 8-b. Assess how businesses can use Google Analytics reports to track user behavior and improve conversion rates. (CO5, K5) 6

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