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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2021 - 2022)

Subject: Digital and Social Media Marketing

Time: 03:00 Hours

Max. Marks: 100

**General Instructions:**

1. All questions are compulsory. It comprises of three Sections A, B and C.
  - Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
  - Section B - Question No- 3 is Long answer type - I questions carrying 6 marks each.
  - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
  - 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. | In what ways can site traffic help in assessing the market value? (CO1)   | 1 |
|      | <ol style="list-style-type: none"> <li>1. Overall site traffic can be followed, and a general idea of marketing's impact can be determined.</li> <li>2. There is no association between the site traffic and marketing</li> <li>3. Ads can send receivers to a specific landing page, which can be tracked</li> <li>4. Product sales from the company website can be attributed directly to the marketing campaign</li> </ol> |   |
| 1-b. | Eternal shoppers have no urgency to make a purchase. (CO1)  | 1 |
|      | <ol style="list-style-type: none"> <li>1. TRUE</li> <li>2. FALSE</li> </ol>   |   |
| 1    | 1. What is the correct abbreviation of SERP? (CO2)  | 1 |
|      | <ol style="list-style-type: none"> <li>1. a. Search Engine Result Page</li> <li>2. b. System Engine Random Page</li> <li>3. c. Search Estimate Result Page</li> <li>4. d. System Estimate Random Page</li> </ol>  |   |
| 1    | A coffee shop's loyalty card is a form of gamification. (CO2)   | 1 |
|      | <ol style="list-style-type: none"> <li>1. TRUE</li> <li>2. FALSE</li> </ol>   |   |
| 1-e. | Which of the following is the correct name for Facebook's ranking algorithm? (CO3)  | 1 |
|      | <ol style="list-style-type: none"> <li>1. Face Rank</li> </ol>  |   |

2. Edge Rank

3. Like Rank

4. Page Rank

- 1-f. Pinterest was created by Ben Silbermann, Paul Sciarra, and Evan Sharp. (CO3) 1
1. TRUE  
2. FALSE
- 1-g. \_\_\_\_\_ falls under the A/B testing tools. (CO4) 1
1. Google Content Experiments  
2. Visual Website Optimizer  
3. Both (a) and (b)  
4. None of the above
- 1-h. Digiratis have immature digital culture. (CO4) 1
1. TRUE  
2. FALSE
- 1-i. Amazon-inspired \_\_\_\_\_ from India, is an example of clone business. (CO5) 1
1. Shopclues  
2. Flipkart  
3. OYO  
4. Jio
- 1-j. Grey hat professionals hack to check their own security systems to make it more hack-proof. (CO5) 1
1. TRUE  
2. FALSE

2. Attempt all parts:-

- 2-a. Define 'Digitally driven segment'. (CO1) 2
- 2-b. Explain what is on page optimization. (CO2) 2
- 2-c. Define Imagery in the context of a blog. (CO3) 2
- 2-d. Explain what does Progressive leadership signify? (CO4) 2
- 2-e. Explain what is Phishing? (CO5) 2

## SECTION B

30

3. Answer any five of the following:-

- 3-a. Write short notes on: i) Native Advertising ii) Dedicated sites (CO1) 6
- 3-b. Discuss the relevance of Affiliate marketing in Digital marketing. (CO1) 6
- 3-c. How is SEO used to enhance online visibility for a firm? (CO2) 6
- 3-d. List down different Gamification strategies used by marketers. (CO2) 6
- 3-e. Explain what is Google+ used for? How is it different from Google? (CO3) 6
- 3-f. Discuss the methods for calculating Social media marketing ROI. (CO4) 6
- 3-g. Compare and contrast a fireless malware with an adware. (CO5) 6

4. Answer any one of the following:-

- 4-a. Explain the various types of Digital Customers with examples. (CO1) 10
- 4-b. Case Study: Planning a Digital Campaign: 'Kafee Sari Coffee' (A lot of Coffee) is a local start-up serving 100 different types of coffees from around the world. The owner is a coffee connoisseur (expert) in the coffee beverage sector, having exposure to coffee preparation and selling in at least 18 countries across Europe, South America and North America, as also the Middle East and parts of Africa. He has access to sources of coffee varieties from around the world, and desires to deliver a superior of coffee consumption experience in major cities of Gujarat. He does not want to engage into traditional advertising tools, as he believes in the capability of digital media to reach out to his target audience. (a) Design the Digital Marketing Strategy and Plan for the venture. 07 (b) Which digital marketing platforms (do not include social media) would you use, and for which purpose? (CO1) 10

5. Answer any one of the following:-

- 5-a. What is SEO? Explain the difference between on-page and off-page SEO. Explain major on-page SEO tools and techniques. venture? (CO2) 10
- 5-b. Suppose you have to create an online promotional campaign for a travel agency. State which On site gamification strategy will you use. Explain with its benefits. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss how Content can be made more effective using Headline and Images with suitable examples. (CO3) 10
- 6-b. Suppose you are using Instagram to promote your business. Create a winning Instagram strategy for your target audience taking a business of your choice. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain what is ORM and how it is different from PR? (CO4) 10
- 7-b. Appraise the process of website designing and testing taking any example of your choice. (CO4) 10

8. Answer any one of the following:-

- 8-a. Appraise India's regulatory mechanism for data protection and privacy. (CO5) 10
- 8-b. Discuss how can digital marketers use Google Analytics to measure the effectiveness of their digital efforts? Which are some of the crucial metrics to be considered as evaluation parameters? (CO5) 10