⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜

<u>NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA</u>
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MBA
SEM: III - THEORY EXAMINATION (2021 - 2022) (ONLINE)
Subject: Digital and Social Media Marketing

Time: 02:00 Hours   Max. Marks: 100

General Instructions:

1. *All questions are compulsory. It comprises of two Sections A and B.*

• *Section A - Question No- 1 has 35 objective type questions carrying 2 marks each.*
• *Section B - Question No- 2 has 12 subjective type questions carrying 3 marks each. You have to attempt any 10 out of 12 question.*
• *No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.*

<u>SECTION A</u>   35 x 2 = 70

1. Attempt ALL parts:-

1.1.a   SEO stands for Search engine operationalization.   1
         (a) TRUE
         (b) FALSE

1.1.b   Marketing is a bigger concept than Selling   1
         (a) TRUE
         (b) FALSE

1.1.c   Marketing automation is the process of leveraging software to automate repetitive marketing   1
         tasks.
         (a) TRUE
         (b) FALSE

1.1.d   _____ consumers prefer a brand rather than a certain retailer.   1
         (a) Brand Scouts
         (b) Retail scouts
         (c) Digitally driven
         (d) Eternal Customers

1.1.e   There has been a shift from a linear marketing approach of one-way communication to a   1
         _____ model of mutual benefit-sharing.
         (a) Profit maximization
         (b) Customer pulling
         (c) Product development
         (d) Value exchange

1.1.f   Digital marketing includes_____.   1
         (a) Voice broadcast
         (b) Podcasting
         (c) RSA
         (d) Both A and B

1.1.g   Which of the following is the correct depiction of Digital Marketing?   1
         (a) E-mail Marketing
         (b) Social Media Marketing

(c) Web Marketing

(d) All of the above

1.2.a 22. What term describes a visual ranking of players success in a game? 1

(a) Leaderboard

(b) Gauntlet

(c) VIP list

(d) Bracket

1.2.b 1. Which of The Following Factors Can Impact The Open Rate Of Your Email Campaigns? 1

(a) A. The chance for customers to opt-out

(b) B. The subject line of the email

(c) C. The number of pictures in your email

(d) D. The number of links contained in the email

1.2.c PPC stands for ____. 1

(a) A. Post Per Click

(b) B. Pay Per Cost

(c) C. Pay Per Click

(d) D. None of the above

1.2.d 22. Which is not true about Content Marketing? 1

(a) A.   It increases brand awareness

(b) B.   It is an educational tool

(c) C.   It is a direct advertisement of a product or brand.

(d) It complements paid media

1.2.e 22. Gaining search engine listings via paid tactics is known as: 1

(a) A.   Search engine optimization

(b) B.   Pay per click

(c) C.   Both of these

(d) D.   None of these

1.2.f 22. SERP stands for : 1

(a) A.   Search efficient result page

(b) B.   Search engine result performance

(c) C.   Search engine result page

(d) D.   Search engine refined page

1.2.g 22. Which of these a search engine? 1

(a) A.   Google

(b) B.   Bing

(c) C.   Yahoo

(d) D.   All of these

1.3.a Twitter is different from the rest of the social media outlets because it's specifically designed for business and professionals. 1

(a) TRUE

(b) FALSE

1.3.b Instagram is a free photo and video sharing app available on iPhone and Android 1

(a) TRUE

(b) FALSE

1.3.c Micro-blogging can be defined as _____. 1

(a) Mobile related blogs

(b) Blogs posted by companies instead of an individual

(c) Blogs encompassing limited individual posts, which are typically limited by character count.

(d) None of the above

1.3.d	Which of the following option will correctly give the success rate of the latest Facebook post?	1

(a) Click-through and pageviews

(b) Impressions and click-through

(c) Likes and Impressions

(d) Reach and engagement

1.3.e	Microblogging is :	1

(a) Blogs by companies not individual

(b) Blogging from mobile

(c) Blogging limited by character count

(d) None of these

1.3.f	What is "social media optimization"?	1

(a) Creating content which easily creates publicity via social networks

(b) Writing clear content

(c) Creating short content which is easily indexed

(d) Hiring people to create content for social networks

1.3.g	What is the name of Facebook's analytic package?	1

(a) Princeps

(b) Viewership

(c) Discover

(d) Insights

1.4.a	Google Analytics can never recognize returning users on mobile apps.	1

(a) TRUE

(b) FALSE

1.4.b	Cloud computing is a popular example of digital transformation.	1

(a) TRUE

(b) FALSE

1.4.c	Digital leadership is the strategic use of a company's' digital assets to achieve business goals.	1

(a) TRUE

(b) FALSE

1.4.d	_____ is a new digital ecosystem, which can be described through five Cs: creativity, connectivity, collaboration, convergence, & community.	1

(a) .NET

(b) Web 2.0

(c) IoT

(d) Webex

1.4.e	What type of computing technology refers to services and applications that typically run on a distributed network through virtualized resources?	1

(a) Distributed Computing

(b) Cloud Computing

(c) Soft Computing

(d) Parallel Computing

1.4.f   Which of the following is not a characteristic of a digital leader :   1

       (a) Set the vision

       (b) Do not influence executives and stakeholders

       (c) Create sustainable digital programs

       (d) Define processes for digital excellence

1.4.g   Which one of the following is related to the services provided by Cloud?   1

       (a) Sourcing

       (b) Ownership

       (c) Reliability

       (d) PaaS

1.5.a   _____ is the term is also used for any way in which a business allows consumers to submit ideas, designs or content.   1

       (a) Co-operation

       (b) Co-ordination

       (c) Co-creation

       (d) All of these

1.5.b   Malware is a term for any type of malicious software designed to harm or exploit any programmable device, service or network.   1

       (a) TRUE

       (b) FALSE

1.5.c   An online community is a virtual community whose members interact with each other primarily via the Internet   1

       (a) TRUE

       (b) FALSE

1.5.d   Which one of the following is also referred to as malicious software?   1

       (a) Maliciousware

       (b) Badware

       (c) Malware

       (d) Illegalware

1.5.e   Online Community is also called_____   1

       (a) Internet community

       (b) Web community

       (c) C. Social Community

       (d) D. Both A & B

1.5.f   In the era of Marketing 4.0, the power shift also influences people and the power lies not with individuals but with _____.   1

       (a) Social groups

       (b) Government

       (c) Media Optimization

       (d) Corporate

1.5.g   _____ should be redefined as the four C's i.e. co-creation, currency, communal activation, and conversation.   1

       (a) Marketing Mix

       (b) extended P's of marketing mix

       (c) Marketing myopia

       (d) Advertising

<u>SECTION B</u>   10 X 3 = 30

2. Answer any <u>TEN</u> of the following:-

2.1.a	Discuss the significanc of e-commerce.	2
2.1.b	Identify the promotional strategies used by companies.	2
2.2.a	State the disadvantages of e mail marketing.	2
2.2.b	Explain the concept of Content marketing?	2
2.2.c	What does Mobile marketing refer to?	2
2.3.a	Explain the concept of Blogging.	2
2.3.b	State the objectives of Content marketing.	2
2.3.c	Define what is an Instagram story?	2
2.4.a	Define what is a homepage?	2
2.4.b	Define ORM.	2
2.5.a	Define what is a Virus.	2
2.5.b	Explain the reason for the popularity of 'Voice search'.	2