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	Roll. No:				
NOIDA INSTITUTE OF ENGINEERING A	ND TECHNOLOGY, GREATER NOIDA				
(An Autonomous Institute Aff	(An Autonomous Institute Affiliated to AKTU, Lucknow)				
M.B.A.					
SEM: III - CARRY OVER THEORY EXAMINATION - JUNE (2021 - 2022)					
Subject: Digital And Social Media Marketing					
Time: 3 Hours	Max. Marks: 100				
General Instructions:					
1. The question paper comprises three sections, A, B, an	d C. You are expected to answer them as directed.				
2. Section A - Question No- 1 is 1 marker & Question N	-				
3. Section B - Question No-3 is based on external choice					
4. Section C - Questions No. 4-8 are within unit choice of	questions carrying 10 marks each.				
5. No sheet should be left blank. Any written material at	ter a blank sheet will not be evaluated/checked.				
SECTION	A 20				
1. Attempt all parts:-					
1-a. Which of the following is the correct depiction	on of Digital Marketing?(CO1)				
(a) E-mail Marketing					
(b) Social Media Marketing					
(c) Web Marketing					
(d) All of the above					
1-b. Which of these is not one of the 5 d's of Digital.	ital marketing?(CO1)				
(a) Digital devices					
(b) Digital marketer					
(c) Digital data					
(d) Digital technology					
1-c. Content marketing uses pieces of content, su	ch as: (CO2)				
(a) blogs					
(b) eBooks					
(c) newsletters and videos					
(d) all of these					

1-d.	Gaining search engine listings via paid tactics is known as:(CO2)	1
	(a) Search engine optimization	
	(b) Pay per click	
	(c) Both of these	
	(d) None of these	
1-e.	Name the features offered by LinkedIn for paid business accounts.(CO3)	1
	(a) Facilitate posting pictures	
	(b) Facilitate to connect directly and send messages to people	
	(c) Ability to post in Groups and create a Group	
	(d) Ability to block users	
1-f.	is website used for blogging.(CO3)	1
	(a) Wordpress	
	(b) Blogger	
	(c) Medium	
	(d) All of these	
1-g.	The correct abbreviation of ROI is(CO4)	1
	(a) Risk on investment	
	(b) Return on income	
	(c) Risk on income	
	(d) Return on investment	
1-h.	IoT stands for (CO4)	1
	(a) Information Of Things	
	(b) Input Output Things	
	(c) Internet of Technology	
	(d) Internet of Things	
1-i.	In the era of Marketing 4.0, the power shift also influences people and the power lies not	1
	with individuals but with(CO5)	
	(a) Social groups	
	(b) Government	
	(c) Media Optimization	
	(d) Corporate	

1-j.	When the market supplies the ideas, and companies or marketers commercialize the ideas is		
	known as innovation.(CO5)		
	(a) Horizontal		
	(b) Parallel		
	(c) Upward (d) Vertical		
2 Attom			
	pt all parts:-	2	
2.a.	State the non internet channels used in Digital Marketing.(CO1)	2	
2.b.	Explain what is SEM.(CO2)	2	
2.c.	Define Imagery in the context of a blog. (CO3)	2	
2.d.	Discuss who are Fashionistas in adoption of digital technology.(CO4)	2	
2.e.	State the types of Security risks while operating online.(CO5)	2	
	SECTION B 30		
3. Answe	er any <u>five</u> of the following:-		
3-a.	State the promotional strategies used in Integrated Marketing Communication.(CO1)	6	
3-b.	Discuss the internet business in modern economy.(CO1)	6	
3-c.	How is SEO used to enhance online visibility for a firm? (CO2)	6	
3-d.	Explain what is the role and significance of Google Analytics.(CO2)	6	
3.e.	List down some of the popular social media tools.(CO3)	6	
3.f.	List down the steps in the process of website development.(CO4)	6	
3.g.	Discuss different types of Viruses.(CO5)	6	
	SECTION C 50		
4. Answe	er any <u>one</u> of the following:-		
4-a.	Explain the various types of Digital Customers with examples. (CO1)	10	
4-b.	Design a marketing mix for any product of your choice.(CO1)	10	
5. Answe	er any <u>one</u> of the following:-		
5-a.	What is PPC advertising? Apart from text ads, which are the other forms of PPC ads?(CO2)	10	
5-b.	Explain what are Mobile apps and how are they used in mobile marketing.(CO2)	10	
6. Answe	er any <u>one</u> of the following:-		
6-a.	Discuss the Content marketing Cycle with the help of a diagram.(CO3)	10	
6-b.	State some of the ways by which facebook can be used for marketing.(CO3)	10	

7. Answ	er any <u>one</u> of the following:-	
7-a.	Evaluate the Cost effectiveness of digital strategies.(CO4)	10
7-b.	Explain what is ORM and how it is different from PR? (CO4)	10
8. Answ	er any one of the following:-	
8-a.	Explain the different security issues associated with digital marketing.(CO5)	10
8-b.	Discuss the recent trends in digital marketing in Indian context.(CO5)	10