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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2022 - 2023)

Subject: Digital and Social Media Marketing

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 \_\_\_\_\_ is involved in the Digital marketing process. (CO1) 1
- (a) RSA
- (b) Voice Broadcasting
- (c) Podcasting
- (d) All of the above
- 1 \_\_\_\_\_ is not a characteristic of mass marketing. (CO1) 1
- (a) Standard product
- (b) Individualized distribution
- (c) Economies of Scale
- (d) Mass advertising
- 1-c. 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-d. \_\_\_\_\_ marketing refers to the use of video to market or promote your brand or offering on digital channels. (CO2) 1
- (a) Viral
- (b) Native
- (c) Mobile
- (d) Video
- 1-e. Micro-blogging can be defined as \_\_\_\_\_. (CO3) 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-f. \_\_\_\_\_ option will correctly give the success rate of the latest Facebook post. (CO3) 1
- (a) Click-through and pageviews
- (b) Impressions and click-through
- (c) Likes and Impressions
- (d) Reach and engagement
- 1 \_\_\_\_\_ is not a characteristic of a Digital leader. (CO4) 1
- (a) Set the vision
- (b) Do not influence executives and stakeholders
- (c) Create sustainable digital programs
- (d) Define processes for digital excellence
- 1 \_\_\_\_\_ is an online marketing strategy used by businesses to increase their online presence. (CO4) 1
- (a) OCR
- (b) ORM
- (c) PR
- (d) PPC
- 1-i. \_\_\_\_\_ usually observe each activity on the internet of the victim, gather all information in the background, and send it to someone else. (CO5) 1
- (a) Malware

	(b) Spyware	
	(c) Adware	
	(d) All of the above	
1-j.	It can be a software program or a hardware device that filters all data packets coming through the internet, a network, etc. it is known as the_____. (CO5)	1
	(a) Antivirus	
	(b) Firewall	
	(c) Cookies	
	(d) Malware	
2.	Attempt all parts:-	
2.a.	Explain the importance of digital Marketing. (CO1)	2
2.b.	Expand and explain SERP. (CO2)	2
2.c.	Discuss the significance of a Headline in a blogpost. (CO3)	2
2.d.	State the challenges of Digital PR. (CO4)	2
2.e.	Explain digital transformation framework. (CO5)	2
	SECTION B	30
3.	Answer any <u>five</u> of the following:-	
3	Write short notes on: i) Native Advertising ii) Dedicated sites (CO1)	6
3	Differentiate between E com and M com in context of digital marketing. (CO1)	6
3-c.	Define QR codes and discuss their significance in Mobile marketing. (CO2)	6
3-d.	Write short notes on: a) Live Videos b) Testimonials. (CO2)	6
3.e.	Define Social Media Marketing and discuss its impact on marketing. (CO3)	6
3.f.	List down the steps in the process of website development.(CO4)	6
3.g.	Write short notes on a) Worms b) Trojans (CO5)	6
	SECTION C	50
4.	Answer any <u>one</u> of the following:-	
4-a.	State the reasons for the tremendous growth of Digital marketing in current scenario. (CO1)	10
4-b.	Explain Integrated Internet Marketing communication in detail. (CO1)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Define SEO and explain how it is different from SEM. (CO2)	10
5-b.	Explain the concept and process of Online campaign Management. (CO2)	10

6. Answer any one of the following:-

- 6-a. Discuss the Content marketing Cycle with the help of a diagram.(CO3) 10
- 6-b. Write detailed notes on a) You tube b) Pinterest (CO3) 10

7. Answer any one of the following:-

- 7-a. Evaluate the Cost effectiveness of digital strategies.(CO4) 10
- 7-b. In this competitive global era, Digital transformation is necessary for the success of an organization. Do you agree? Support your answer with appropriate examples. (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the concept and types of Online communities. (CO5) 10
- 8-b. Cyber security is a major concern in digital marketing. Do you agree with this statement? Explain. (CO5) 10