NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: VI - THEORY EXAMINATION (2022-2023)

Subject: Digital 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.*

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SECTION A   **20**

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1. Attempt all parts:-

1-a. Marketing _____ is the process of leveraging software to automate repetitive 1
    marketing tasks. (CO1)

      (a) Strategy formulation

      (b) Mix

      (c) Automation

      (d) Poistioning

1-b. _____ is the father of Digital marketing. (CO1)   1

      (a) Philip Kotler

      (b) Bruce Clay India

      (c) Justin Hall

      (d) None of the above

1-c. _____ is the name for Facebook's ranking algorithm. (CO2)   1

      (a) Like rank

      (b) Face rank

(c) Edge rank

(d) Page rank

1-d. _____ statement(s) is/ are true. (CO2)   1

(a) LinkedIn works best for B2B organizations

(b) Pinterest is great for driving traffic to your product catalog on your website

(c) Facebook is excellent for businesses that operate in the consumer market

(d) All of the above

1-e. _____ are video versions of traditional blogs. (CO3)   1

(a) Klogs

(b) Clogs

(c) Blogs

(d) Vlogs

1-f. Process of creating index for all the fetched web pages and keeping them into a giant database is called _____. (CO3)   1

(a) Crawling

(b) Indexing

(c) Fetching

(d) Optimizing

1-g. _____ is the strategic use of a company's digital assets to achieve business goals. (CO4)   1

(a) Digital Transformation

(b) Digital marketing

(c) Digital Leadership

(d) None of these

1-h. Important metrics you get from your Google Analytics dashboard are ____. (CO4)   1

(a) Page views

(b) Bounce rates

(c) Visitors location

(d) All of the above

1-i. In today's era of Power Shifts to the Connected Customers, even millionaires Bill Gates and Mark Zuckerberg were aware of the need for economic_____. (CO5)   1

(a) Exclusivity

(b) Connectivity

(c) Inclusivity

(d) Collectivity

1-j.   Online Community is also called_____. (CO5)   1

(a) Internet community

(b) Web community

(c) Social Community

(d) Both A & B

2. Attempt all parts:-

2.a.   Discuss the 4 P's of marketing. (CO1)   2

2.b.   List the items that must be included in a Content plan. (CO2)   2

2.c.   Discuss the concept of PPC. (CO3)   2

2.d.   Explain what is marketing ROI. (CO4)   2

2.e.   Is Phishing a cybercrime? Discuss. (CO5)   2

SECTION B   **30**

3. Answer any <u>five</u> of the following:-

3-a.   Discuss the different Digital marketing strategy with examples. (CO1)   6

3-b.   Discuss the relevance of Affiliate marketing in Digital marketing. (CO1)   6

3-c.   Write a detailed note on Google+ stating reason of its failure. (CO2)   6

3-d.   State the purpose and objectives of content writing. (CO2)   6

3-e.   Differentiate between On-page SEO and Off-page SEO. (CO3)   6

3.f.   Explain the role of ORM in maintaining transparency in digital operations. (CO4) 6

3.g.   State the main measures adopted for Data Security. (CO5)   6

SECTION C   **50**

4. Answer any <u>one</u> of the following:-

4-a.   Discuss in detail the 5 D'S of Digital marketing. (CO1)   10

4-b.   Explain the growth of Indian digital marketing industry with some recent facts.   10
          (CO1)

5. Answer any <u>one</u> of the following:-

5-a.   Write short notes on : a) Instagram b) Twitter (CO2)   10

5-b.   Explain the concept of content management. Discuss the different steps   10

involved in content Marketing process. (CO2)

6. Answer any <u>one</u> of the following:-

6-a.   Think of a recent campaign (by any type of organization) that you came across   10
on the digital landscape (website / Social media / etc.). Did you like or dislike the
campaign? What were the reasons for the same? (Explain aspects of the
campaign in brief) . (CO3)

6-b.   Suppose you have to create an online promotional campaign for a travel   10
agency. State which On site gamification strategy will you use. Explain with its
benefits. (CO3)

7. Answer any <u>one</u> of the following:-

7-a.   Write short notes on : a) Digital Leadership b) Digital PR (CO4)   10

7-b.   Explain what is a digital organization and how is it different from a traditional   10
organization. (CO4)

8. Answer any <u>one</u> of the following:-

8-a.   Discuss how can digital marketers use Google Analytics to measure the   10
effectiveness of their digital efforts. Which are some of the crucial metrics to be
considered as evaluation parameters. (CO5)

8-b.   Explain the different types of Malwares which offer security threats to data.   10
(CO5)