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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Social Media & Digital Marketing Analytics

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-a. _____ allow users to purchase merchandise within the applications without having to navigate to an outside site or app. (CO1, K1) 1

- (a) Buy Buttons
- (b) Native advertisements
- (c) Radio buttons
- (d) None of these

1-b. _____ is not a characteristic of mass marketing. (CO1, K2) 1

- (a) Standard product
- (b) Individualized distribution
- (c) Economies of Scale
- (d) Mass advertising

1-c. Instagram is owned by American company _____. (CO2, K1) 1

- (a) Delta
- (b) Meta
- (c) Apha
- (d) Beta

1-d. _____ is a free photo and video sharing app available on iPhone and Android, where ideas are pinned on boards. (CO2, K1) 1

- (a) Instagram

- (b) LinkedIn
(c) Twitter
(d) Facebook
- 1-e. _____ is the most common delivery channel in terms of mobile marketing. (CO3, K2) 1
(a) Graphic
(b) Text
(c) Voice Call
(d) Search engine marketing
- 1-f. Gaining search engine listings via paid tactics is called _____. (CO3, K2) 1
(a) Paid advertising
(b) Organic listing
(c) SEO
(d) All of these
- 1-g. _____ will correctly give the success rate of the latest Facebook post. (CO4, K2) 1
(a) Click through and pageviews
(b) Impressions and Click-through
(c) Likes and Impressions
(d) Reach and Engagement
- 1-h. The most common challenge faced during digital transformation is _____. (CO4, K2) 1
(a) Lack of customer demand
(b) Resistance to change within the organization
(c) Excessive profits
(d) Limited competition
- 1-i. The term "bounce rate" refer to _____ in web analytics. (CO5, K1) 1
(a) The percentage of users who visit multiple pages
(b) The percentage of users who leave the website after viewing one page
(c) The number of users who share the website link
(d) The total time spent on the website
- 1-j. The primary purpose of Google Ads is _____. (CO5, K2) 1
(a) To provide free website hosting
(b) To help businesses reach their target audience through paid advertising
(c) To improve organic search rankings
(d) To monitor website security

2. Attempt all parts:-

- 2.a. Discuss the significance of e-commerce. (CO1, K2) 2

- 2.b. List down 2 uses of Youtube. (CO2, K2) 2
- 2.c. State the relevance of Keywords in Content marketing. (CO3, K2) 2
- 2.d. Explain what is marketing ROI. (CO4, K2) 2
- 2.e. Define social media analytics. (CO1, K1) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Briefly explain the behavior and journey of online consumers. (CO1, K2) 6
- 3-b. Discuss the different Digital marketing strategies with examples. (CO1, K2) 6
- 3-c. Identify the ways in which Facebook can be used for marketing. (CO2, K3) 6
- 3-d. Illustrate the steps in Content Planning and Writing. (CO2, K2) 6
- 3.e. Analyze the working and functions of search engines in detail. (CO3, K4) 6
- 3.f. Describe the strategies for Online Reputation Management used by different brands. (CO4, K2) 6
- 3.g. Evaluate different metrics of Google Analytics that business use to measure ROI. (CO5, K5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Develop an online marketing mix for a product or service of your choice. (CO1, K6) 10
- 4-b. Discuss the concept of Digital marketing and its 5 D's. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. If a company wants to run a campaign across different social media platforms, which platforms will you recommend. Support your answer giving suitable example. (CO2, K3) 10
- 5-b. If you want to create your own professional network. Which social media application will you use. State its features, functions and benefits. (CO2, K3) 10

6. Answer any one of the following:-

- 6-a. Identify the main principles for Marketing gamification. Explain with examples. (CO3, K3) 10
- 6-b. Appraise the different types of Video Content available for Digital marketing. (CO3, K4) 10

7. Answer any one of the following:-

- 7-a. Analyze how do businesses calculate the profitability of their digital strategies. Explain with the help of a formula and example. (CO4, K4) 10
- 7-b. 'Online PR is an extended form of Traditional PR'. Compare and contrast the key techniques of Online PR and traditional PR. (CO4, K4) 10

8. Answer any one of the following:-

- 8-a. Identify the role of emerging technologies such as AI, IoT, and blockchain in 10

driving digital transformation. (CO5, K3)

- 8-b. Appraise the advantages and applications of any 2 Social Media Analytics tools. 10
(CO5, K5)

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