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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2023 - 2024)

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-a. Marketing mix comprises of Product, price, place and _____. (CO1) 1
- (a) position
- (b) promotion
- (c) person
- (d) none of these
- 1-b. _____ shoppers use a wide range of tools to secure the best deal. (CO1) 1
- (a) eternal shoppers
- (b) calculated shoppers
- (c) brand scouts
- (d) retail scouts
- 1-c. Content marketing uses pieces of content, such as : (CO2) 1
- (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. 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. _____ is often described as an online diary or simply as an easy interface to publish content on the web. (CO3) 1
- (a) Blogging
 - (b) Chatting
 - (c) E mailing
 - (d) None of these
- 1-g. _____ describes the manner in which business is done to generate revenue and create value. (CO4) 1
- (a) Digital business
 - (b) Business model
 - (c) E commerce
 - (d) CRM
- 1-h. A _____ community is one where the interaction takes place over a computer network, mainly the Internet. (CO4) 1
- (a) Online
 - (b) Virtual
 - (c) Internet
 - (d) All of the above
- 1-i. 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
- 1-j. _____ is also referred to as malicious software. (CO5) 1
- (a) Maliciousware
 - (b) Badware
 - (c) Malware
 - (d) Illegalware

2. Attempt all parts:-

- 2.a. Discuss Social Media "buy-buttons". (CO1) 2

- 2.b. Define SMS Marketing. (CO2) 2
- 2.c. Describe what is Pinterest used for. (CO3) 2
- 2.d. List 2 features of Digital organization. (CO4) 2
- 2.e. Define the term 'Hacking'. (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Explain the significance of e-commerce in digital business. (CO1) 6
- 3-b. Briefly explain the behavior of online consumers. (CO1) 6
- 3-c. Write short notes on: a) Live Videos b) Testimonials. (CO2) 6
- 3-d. Elaborate on Search Marketing and its application in digital marketing. (CO2) 6
- 3.e. Define Social Media Marketing and discuss its impact on marketing. (CO3) 6
- 3.f. Discuss in detail, the term SMACIT in terms of technology. (CO4) 6
- 3.g. Is Phishing a cybercrime? Comment. (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. State the reasons for the tremendous growth of Digital marketing in current scenario. (CO1) 10
- 4-b. Explain the following in detail: a) Marketing Automation b) Viral marketing c) Native Advertisement (CO1) 10

5. Answer any one of the following:-

- 5-a. What is SEO? Explain the difference between on -page and off-page SEO. Explain major on -page SEO tools and techniques. (CO2) 10
- 5-b. Explain the concept of Marketing Gamification and explain why it has become popular these days. (CO2) 10

6. Answer any one of the following:-

- 6-a. Explain the usage, advantages and disadvantages of any 2 social media platforms. (CO3) 10
- 6-b. Suppose you are writing Content for an online business. Discuss what all planning is required for the same. (CO3) 10

7. Answer any one 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. Answer any one of the following:-

- 8-a. Explain the different security issues associated with digital marketing.(CO5) 10
- 8-b. Write a detailed note on the types of Co-creation. (CO5) 10