NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
B.Tech
SEM: VI - THEORY EXAMINATION (2023 - 2024)
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.

SECTION-A　　　　　　　　　　　　　　　　　　　　　　　20

1. Attempt all parts:-

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

　　　(a)　Buy Buttons

　　　(b)　Native advertisements

　　　(c)　Radio buttons

　　　(d)　None of these

1-c.　　　A Facebook _____ page is a free opportunity for businesses to increase brand awareness and generate sales on Facebook. (CO2)　　　1

　　　(a)　Service

　　　(b)　Corporate

　　　(c)　Business

　　　(d)　Market

1-d.　　　_____ is an American image sharing and social media service designed to enable saving and discovery of information (specifically "ideas") on the internet.　　　1

(CO2)

    (a)   Instagram

    (b)   LinkedIn

    (c)   Twitter

    (d)   Pinterest

1-e.   _____ refers to all advertisements on mobile devices that pop up when certain games are opened or in progress. (CO3)   1

    (a)   Mobile application

    (b)   Geofencing

    (c)   In game advertisements

    (d)   Native advertisements

1-f.   _____ can be defined as a set of all dynamic and entertaining solutions and elements to make user's experience engaging. (CO3)   1

    (a)   Outsourcing

    (b)   Gamification

    (c)   Campaiging

    (d)   Blogging

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.   Cloud computing is a kind of abstraction which is based on the notion of combining physical resources and represents them as _____ resources to users. (CO4)   1

    (a)   Real

    (b)   Cloud

    (c)   Virtual

    (d)   None of these

1-i.   The second phase of the Digital Revolution which happened between 1970s and 1990s was_____. (CO5)   1

    (a)   Giant computers

    (b)   Network computers

    (c)   Personal computers

    (d)   Cloud computers

1-j.   _____ is a type of Co-Creation in which public exercises complete control over both the activities- Contribution and Selection. (CO5)   1

    (a)   Tinkering

(b)   Submitting

(c)   Co-designing

(d)   Collaboration

2. Attempt all parts:-

2.a.	Explain the concept of Native Advertising. (CO1)	2
2.b.	List the challenges associated with social media. (CO2)	2
2.c.	Define Search engine. (CO3)	2
2.d.	Expand and explain ORM. (CO4)	2
2.e.	Discuss the concept of Encryption. (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 journey of Online consumer with suitable examples. (CO1)	6
3-c.	Depict the steps in Content marketing cycle with the help of a diagram. (CO2)	6
3-d.	Discuss what is the relevance of writing headline and including imagery in a post. (CO2)	6
3.e.	Name and explain the 2 types of Search marketing. (CO3)	6
3.f.	Enlist the roles of a Digital leader. (CO4)	6
3.g.	Write short notes on a) Shoppable posts b) Interactive content (CO5)	6

SECTION-C   50

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

4-a.	Explain how Marketing Automation has revolutionized the whole face of marketing. (CO1)	10
4-b.	Discuss what do you mean by digital marketing. Explain its importance in modern era of business. (CO1)	10

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

5-a.	If you want to create your own professional network. Which social media application will you use? State its features, functions and benefits. (CO2)	10
5-b.	Define what is an Instagram business account. State the steps how can a personal account be converted to a business account. (CO2)	10

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

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

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

7-a.	Everyone has a reputation. Explain what does the term Online reputation imply and discuss how do businesses manage their reputation online. (CO4)	10

7-b.   Appraise the applications of IoT in designing a smart city. (CO4)   10

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

8-a.   Discuss the measures available for legal protection of consumers of digital market.   10
          (CO5)

8-b.   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)