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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - 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

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1. Attempt all parts:-

- | | | |
|------|--|---|
| 1-a. | What does the "Process" element of the marketing mix refer to? (CO1) | 1 |
| | (a) The pricing strategy
(b) The physical distribution channels
(c) The procedures and systems used to deliver products or services
(d) The promotional activities undertaken | |
| 1-b. | How does digital marketing differ from traditional marketing? (CO1) | 1 |
| | (a) Digital marketing is less cost-effective
(b) Digital marketing has a limited reach
(c) Digital marketing is more targeted
(d) Digital marketing relies on print media | |
| 1-c. | What is the benefit of remarketing campaigns in PPC advertising? (CO2) | 1 |
| | (a) Reaching new audiences who have never interacted with the brand
(b) Increasing brand awareness through social media shares
(c) Targeting users who have previously visited the website
(d) Improving organic search engine rankings | |
| 1-d. | Define the main goal of email marketing. (CO2) | 1 |
| | (a) Increasing social media followers
(b) Building brand awareness
(c) Driving conversions through email communication
(d) Posting status updates | |
| 1-e. | Twitter is best known for what type of content sharing? (CO3) | 1 |
| | (a) Long-form articles
(b) Photos and videos | |

- (c) Short text updates
(d) Live streaming
- 1-f. Which social media platform is specifically designed for professional networking? (CO3) 1
(a) Facebook
(b) Twitter
(c) Google+
(d) LinkedIn
- 1-g. Which component is NOT typically included in a digital transformation framework? (CO4) 1
(a) Technology
(b) Customer focus
(c) Strategy
(d) Offline marketing strategies
- 1-h. What does ROI of digital strategies help businesses understand? (CO4) 1
(a) Quality of customer service
(b) Employee satisfaction
(c) Value and impact of digital transformation efforts
(d) Social media engagement
- 1-i. What role do trends play in shaping digital marketing strategies? (CO5) 1
(a) No role, as trends are unpredictable
(b) They provide insights into consumer behavior and preferences
(c) They hinder innovation and creativity
(d) They have no impact on marketing efforts
- 1-j. Role of social media in co-creation_____ (CO5) 1
(a) Isolates customers from brands
(b) Limits customer feedback
(c) Facilitates customer engagement
(d) Reduces content creation

2. Attempt all parts:-

- 2.a. Describe two advantages of utilizing social media platforms for marketing. (CO1) 2
2.b. Define blogging and its relevance today. (CO2) 2
2.c. Discuss the role of Pinterest in driving website. (CO3) 2
2.d. Explain two advantages of real-time data analysis in digital marketing. (CO4) 2
2.e. Discuss two factors driving the shift towards mobile-first marketing strategies. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Compare and differentiate between traditional and digital marketing media. (CO1) 6
3-b. Discuss the role of content marketing in digital marketing. (CO1) 6
3-c. Describe different social media platforms commonly used for advertising purposes. (CO2) 6
3-d. Explain the importance of of influencer marketing for brand image.(CO2) 6
3.e. Identify key components of a digital transformation framework. (CO3) 6
3.f. Explain the Facebook advertising strategy for lead generation. (CO4) 6

3.g. Evaluate trends in digital marketing specific to the Indian market. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

4-a. Analyze how Coca-Cola uses the marketing mix (7Ps) in their digital campaigns. (CO1) 10

4-b. Discuss the importance and shift of understanding global trends from traditional marketing into digital marketing. (CO1) 10

5. Answer any one of the following:-

5-a. Describe the impact of video marketing in brand communication with real case study. (CO2) 10

5-b. Describe how brands uses mobile marketing to improve their brand image with real case study. (CO2) 10

6. Answer any one of the following:-

6-a. Discuss the importance of Instagram Reels/Stories in content marketing. (CO3) 10

6-b. Explain in details various social media platforms commonly used by brand these days. (CO3) 10

7. Answer any one of the following:-

7-a. Describe the online PR strategies used by any real brand during a crisis. (CO4) 10

7-b. Discuss the digital transformation strategies adopted by any particular brand for its success . (CO4) 10

8. Answer any one of the following:-

8-a. Discuss the security measures taken by PayPal/Paytm/other to ensure data privacy in digital transactions. (CO5) 10

8-b. Describe the strategies used by LinkedIn to manage its online privacy concerns. (CO5) 10

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