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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****M.Tech Integrated****SEM: VI - THEORY EXAMINATION (2025-2026)****Subject : Digital Marketing****Time: 3 Hours****Max. Marks:100****General Instructions:****IMP:** Verify that you have received question paper with 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:-

- (1.1) Which one is not a part of the 4 Ps? (CO1, K1) 1
- (a) Product
- (b) People
- (c) Price
- (d) Place
- (1.2) Digital Marketing is _____. (CO1, K2) 1
- (a) Marketing using digital channels like search engines, social media, and email
- (b) Using only radio advertisements
- (c) Distributing flyers door-to-door
- (d) Marketing through print media
- (1.3) Blogging is _____. (CO2, K2) 1
- (a) Creating photographic content
- (b) Publishing a video/audio content on web
- (c) Publish written content on a website
- (d) All of these
- (1.4) Facebook and Instagram's parent company name is _____. (CO2, K2) 1

- (a) Alphabet
(b) X
(c) Meta
(d) None of the above
- (1.5) How does Pinterest primarily define itself? (CO3, K2) 1
(a) A social networking site for sharing personal updates
(b) A visual discovery engine for finding ideas
(c) A professional networking platform
(d) A video streaming service
- (1.6) Which of the following is an example of organic traffic? (CO3, K2) 1
(a) Visitors from Facebook ads
(b) Visitors from Google Ads
(c) Visitors from unpaid search engine results
(d) Visitors from email campaigns
- (1.7) Why is Social Media Marketing important for businesses? (CO4, K2) 1
(a) To create long PDFs
(b) To avoid traditional advertising
(c) To replace email marketing entirely
(d) To build brand awareness and engage with customers
- (1.8) The primary focus of a digital leader within an organization is _____. (CO4, K2) 1
(a) Enforcing strict, traditional hierarchical policies.
(b) Leveraging digital tools to drive business success and innovation
(c) Automating all human tasks to minimize labour costs.
(d) Focusing entirely on analog marketing strategies.
- (1.9) The digital revolution is primarily characterized by _____. (CO5, K2) 1
(a) The industrial revolution
(b) The shift from analog to digital technology
(c) The invention of the steam engine
(d) The rise of agricultural society
- (1.10) Which of the following is considered a primary driver of online communities in India? (CO5, K2) 1
(a) Increased newspaper readership
(b) Affordable internet and smartphone penetration
(c) Physical community centers
(d) Traditional postal services

2. Attempt all parts:-

- (2.1) State the issues of the digital world. (CO1, K2) 2
- (2.2) Discuss the primary goal of content writing.(CO2, K2) 2
- (2.3) Explain the concept of mobile marketing. (CO3, K2) 2
- (2.4) How does online PR work?(CO4, K2) 2
- (2.5) Define Online co-creation. (CO5, K2) 2

SECTION – B

30

Answer any one of the following-

- (3.1) Enlist and explain practices of digital marketing. (CO1,K2) 6
- (3.2) Discuss different types of digital consumer. Explain with suitable example. (CO1,K2) 6

Answer any one of the following-

- (3.3) Analyse the relevance of TV advertising in campaigns. (CO2,K4) 6
- (3.4) Explain how does the Google Ads auction process work? (CO2,K2) 6

Answer any one of the following-

- (3.5) Explain the role of predictive analytics tools in transitioning from traditional, static segmentation to dynamic, behavioral targeting. (CO3,K2) 6
- (3.6) Critically analyse the working of Search Engines. (CO3,K4) 6

Answer any one of the following-

- (3.7) How do you align digital marketing strategies with overall business growth objectives to ensure a positive ROI? (CO4,K4) 6
- (3.8) Explain the concept and strategies of Online Reputation Management. (CO4,K2) 6

Answer any one of the following-

- (3.9) Discuss privatization issues with Digital Marketing. (CO5,K2) 6
- (3.10) Explain different types of Online communities. (CO5,K2) 6

SECTION – C

50

4. Answer any one of the following-

- (4.1) Why are businesses shifting from traditional marketing to digital marketing? Explain with suitable example. (CO1,K2) 10
- (4.2) How are consumer trends changing due to the impact of digital technology? (CO1,K4) 10

5. Answer any one of the following-

- (5.1) What makes headlines effective in content marketing? What are the most important aspects in creating good content? (CO2, K2) 10
- (5.2) What are the 7 types of social media? Explain each with suitable example. (CO2, K2) 10

6. Answer any one of the following-

- (6.1) Assess the relationship between content and branding and its impact on sales. (CO3,K4) 10
- (6.2) How does search engine optimisation (SEO) support social media marketing? (CO3,K2) 10

7. Answer any one of the following-

- (7.1) What is cost effectiveness in digital marketing? How to evaluate digital strategies? (CO4,K2) 10
- (7.2) When did the digital revolution begin? What are the phases of the digital revolution? (CO4,K2) 10

8. Answer any one of the following-

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| (8.1) | Explain digital transformation frameworks. Analyse the biggest challenges for digital transformation. (CO5,K4) | 10 |
| (8.2) | Evaluate the best practices that are making trends in digital marketing in global context. (CO5,K5) | 10 |

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