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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Digital Marketing

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

(1.1) Digital consumer behavior focuses on _____. (CO1, K2)

1

- (a) Online interaction patterns
- (b) Offline buying habits
- (c) Traditional advertising
- (d) Print media analysis

(1.2) eBooks provide _____. (CO2, K2)

1

- (a) Short ads only
- (b) Detailed informational content
- (c) Social posts only
- (d) Videos only

(1.3) Social media formats include _____. (CO3, K1)

1

- (a) Print ads
- (b) Reels, stories, posts
- (c) TV ads
- (d) Radio ads

(1.4) Live streaming allows _____. (CO4, K2)

1

- (a) Real-time interaction
- (b) Recorded only
- (c) Print ads
- (d) Offline only

(1.5) Channel promotion _____. (CO5, K2)

1

- (a) Reduces subscribers
- (b) Print ads
- (c) No impact
- (d) Increases subscribers

2. Attempt all parts:-

- (2.1) Define 3i principles. (CO1, K1) 2
- (2.2) Explain the concept of content marketing. (CO2, K2) 2
- (2.3) Define measurement and tracking. (CO3, K2) 2
- (2.4) List features of social media apps. (CO4, K1) 2
- (2.5) State the benefits of personal branding. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Compare traditional and digital marketing. (CO1, K4) 5
- (3.2) Analyze influencer marketing strategies. (CO2, K4) 5
- (3.3) Analyze the functions of Ads Manager. (CO3, K4) 5
- (3.4) Discuss 3V advertising model. (CO4, K2) 5
- (3.5) Explain Twitter analytics. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Explain digital consumer behavior with a suitable example. (CO1, K2) 6
- (4.2) Discuss stages of a digital customer journey. (CO1, K2) 6

5. Answer any one of the following:-

- (5.1) Analyze content creation tools selection. (CO2, K4) 6
- (5.2) Illustrate different types of content marketing. (CO2, K3) 6

6. Answer any one of the following:-

- (6.1) Analyze effectiveness of content optimization. (CO3, K4) 6
- (6.2) Discuss the features of Facebook marketing. (CO3, K2) 6

7. Answer any one of the following:-

- (7.1) Evaluate analytics-driven decisions in digital marketing. (CO4, K5) 6
- (7.2) Discuss formats of various social media applications. (CO4, K2) 6

8. Answer any one of the following:-

- (8.1) Analyze hashtag strategy effectiveness with appropriate examples. (CO5, K4) 6
- (8.2) Analyze LinkedIn marketing strategies. (CO5, K4) 6