

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Sixth Semester) Examinations, April 2025

21BBAPC36003 – DIGITAL MARKETING & SOCIAL MEDIA



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Mention differentiate between operational CRM and analytical CRM.	CO1	K1
b. Explain 4c's of marketing mix.	CO1	K2
c. Define viral Marketing.	CO2	K1
d. Describe the concept of Social Curation	CO2	K2
e. Explain Customer Lifetime Value (CLV)	CO3	K1
f. Describe the Web Business Model	CO6	K2
g. Clarify the relationship between CAC and CLTV	CO6	K1
h. Define LDA and explain its importance	CO4	K1
i. Identify metrics used for measuring the effectiveness of Content ROI	CO5	K1
j. Design a strategy for creating content according to the customer journey	CO5	K3

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Explore how CRM processes and technology enhance customer relationships in a Web 2.0 environment. (OR)	8	CO1	K2
b. Analyze the relevance and application of database marketing in the digital marketing era.	8	CO2	K4
3.a. Describe the role of social media analytics in driving business insights. (OR)	8	CO6	K3
b. Explain the influence of e-enterprises in the digital economy, with a real-life example.	8	CO6	K3
4.a. Identify the challenges and roles of Payment Service Providers (PSPs) in online transactions.. (OR)	8	CO4	K4
b. Analyze the impact of online procurement in achieving cost reduction and operational efficiency.	8	CO4	K5
5.a. Manage marketing campaigns, enhance customer engagement, and measure success through corporate blogs and KPIs. (OR)	8	CO6	K3
b. Utilize consumer-generated media (CGM) to gain insights into consumer behavior and optimize marketing strategies, including tools and steps.	8	CO6	K6

- 6.a. A popular fashion brand like H&M has an active presence on social media platforms such as Instagram, Twitter, and Facebook. The brand uses social media tools to engage with its customers, promote its latest collections, and establish a strong online brand identity.

8

CO3

K2

Question:

- Explain how the fashion brand uses social media tools to build its brand identity and engage with its audience.
- Discuss how social media analytics and viral marketing contribute to its online brand strategy.

(OR)

- 6.b. You are tasked with analyzing the e-marketing strategy of a well-known virtual brand, such as Netflix, Amazon, or an emerging e-commerce company. This brand has built its presence through online marketing strategies, digital tools, and CRM processes.

8

CO2

K2

Question:

- Evaluate the key challenges faced by this brand in terms of segmentation and targeting in the virtual world.
- How has this brand used digital marketing strategies (such as online consumer behavior analysis, database marketing, and CRM processes) to enhance customer engagement and loyalty?
- Discuss how the brand's online marketing mix (product, price, place, promotion) is tailored for its virtual customers.
- What are the CRM tools and technologies employed by the company to optimize customer experience and service?

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