

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



Time: 3 hrs

M.B.A. (Fourth Semester) Regular Examinations, May - 2025
23MBAPC24003 - DIGITAL MARKETING & SOCIAL MEDIA
(MBA)

Maximum: 60 Marks

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

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define the following. CTA, CTR, SEO, BR	CO1	K1
b. Mention different anatomy of a search engine .	CO2	K2
c. Draw Google query life cycle .	CO2	K2
d. Define 90-9-1 rules .	CO3	K1
e. Explain the concept of Proximity marketing .	CO4	K2

PART – B**(10 x 5 = 50 Marks)**Answer **all the** questions

	Marks	CO #	Blooms Level
2. a. Discuss the digital marketing strategy in details .	10	CO1	K1
OR			
b. Design different strategy & technique of SEO .	10	CO2	K5
3. a. Briefly explain social media marketing landscape .	10	CO3	K2
OR			
b. Explain the process of monetizing youtube channel through the youtube partner program .	10	CO4	K2
4. a. Explain the steps involving designing E-mail marketing campaigns & how can design influence effectiveness of campaign & what are the key elements to focus on .	10	CO4	K3
OR			
b. Briefly explain the different affiliate commission model .	10	CO5	K2
5. a. What is an affiliate network & how does it work ?	10	CO5	K2
OR			
b. Explain different types of mobile marketing technique & platform available how do they contribute consumer engagement & brand promotion .	10	CO2	K2
6. a. A local bakery has recently launched a website but is not getting any traffic from Google searches. They want to appear in local search results for keywords like "best cupcakes near me" or "custom birthday cakes in Rayagada". As a digital marketing consultant, outline an SEO strategy to improve the bakery's visibility in local search results.	10	CO2	K4

Your answer should include:

- On-page SEO recommendations (e.g., keywords, meta tags, content)

- Local SEO tips (e.g., Google Business Profile, local backlinks, location pages)
- Technical SEO considerations
- Tools and metrics to measure SEO performance

OR

- b. A fitness trainer launches a YouTube channel but struggles to get views and subscribers despite good-quality videos. 10 CO4 K5

Q: What steps would you take to optimize their content and grow the channel organically? Include suggestions for thumbnails, titles, playlists, and community engagement. How would you measure success?

End of Paper