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Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University)



B.B.A. (Sixth Semester - Regular) Examinations, April – 2026

23BBAPC36002 – Digital Marketing and 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. Define CRM .	CO1	K1
b. What do you mean by Sales Force Automation?	CO1	K1
c. Mention analysis tools and social listening tools for digital marketing.	CO1	K1
d. Difference between Online Branding and Brand identity.	CO1	K1
e. Mention the relationship between CLV AND CAC .	CO1	K2
f. Write different type of online distribution model .	CO1	K1
g. Mention Different Metrics use for Measuring Consumer Engagement.	CO1	K2
h. Define Consumer engagement Cycle.	CO1	K1
i. Mention different consumer segment in India	CO1	K1
j. How to Measure Customer Feedback and Behaviour Action ?	CO1	K2

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Explain CRM in a web-enabled environment and describe different types of CRM.	8	CO1	K2
(OR)			
b. Explain Sales Force Automation and its role in improving organizational efficiency.	8	CO1	K2
3.a. Examine the role of Digital Brand Eco System in building customer trust.	8	CO2	K2
(OR)			
b. Evaluate the effectiveness of social curation in online marketing strategy.	8	CO2	K2
4.a. Design the online distribution system with reference to different components associated with Digital Marketing.	8	CO3	K2
(OR)			
b. Explain Different types of web business model with example.	8	CO3	K2
5.a. Discuss Campaign Management using Corporate Blogs with example.	8	CO4	K2
(OR)			
b. Explain the concept and importance of customer engagement. How can organizations effectively engage customers in the digital era?	8	CO4	K2
(OR)			
6.a. How can organizations effectively implement STP (Segmentation, Targeting, Positioning) strategies using digital tools in the virtual marketplace? Explain with examples	8	CO5	K2
(OR)			
b. Evaluate the role of Consumer Generated Media (CGM) in digital marketing.	8	CO5	K3

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