

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



M.B.A. (Fourth Semester) Regular Examinations, April - 2026
23MBAPC24002 -Digital Marketing and Social Media
(MBA)

Time: 3 hrs

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. Difference between UI & UX.	CO1	K2
b. Write the difference between on page factor & off page factor .	CO2	K2
c. Name social media platform for following categories 1)social book marking site 2) micro blogs 3) social campaign	CO3	K1
d. Write the full form of LPS,GPRS SMS, MMS.	CO4	K1
e. Define Affiliate marketing.	CO6	K1

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

	Marks	CO #	Blooms Level
2. a. Briefly explain the 5's process of user experience .	5	CO1	K2
b. How to measure content effectiveness ?	5	CO5	K3
OR			
c. Briefly explain the basic elements of designing website .	10	CO1	K2
3. a. Explain how different pages and websites are ranked in a search engine.	6	CO2	K2
b. Briefly explain different tools of SEO.	4	CO2	K1
OR			
c. What is Search Engine Marketing (SEM)? Explain its components.	5	CO2	K2
d. Explain the components of E-Mail marketing.	5	CO2	K2
4. a. Write the implementation of SEM	5	CO2	K3
b. Discuss different steps in PPC & explain its model with example	5	CO2	K3
OR			
c. Discuss the strategy for building an online community through Facebook	6	CO3	K3
d. Analyse the methods of audience engagement on social media.	4	CO3	K4
5. a. Explain YouTube marketing and its Monetization Strategy.	6	CO4	K2
b. Discuss how to build Audience in YouTube .	4	CO4	K3
OR			
c. Explain the concept and importance of Web Analytics.	5	CO5	K2
d. Discuss the implementation of Google analytics in digital Marketing.	5	CO5	K3
6. a. Case Study: Spotify – Data Storytelling and Customer Loyalty	10	CO6	

Spotify's "Wrapped" campaign has become a global success by using listener data to create personalized year-end summaries. This strategy not only increases user engagement but also encourages social sharing, enhancing brand visibility.

Additionally, Spotify uses digital marketing strategies like backlinks and user-generated content to strengthen its online presence and customer loyalty.

Questions:

1. Explain how Spotify uses data storytelling in its “Wrapped” campaign to improve customer engagement. (K2)
2. Discuss the role of personalization in building customer loyalty in this case. (K3)
3. Analyze how social media sharing contributes to Spotify’s marketing success. (K4)
4. Evaluate the importance of backlinks and digital visibility in Spotify’s overall strategy. (K5)
5. Suggest two additional strategies Spotify could use to further enhance customer loyalty. (K3)

OR

b. Case Study: Coca-Cola – Multi-Channel Digital Integration

10 CO6

Coca-Cola launched the “Share a Coke” campaign, which used personalized names on bottles along with social media, search marketing, and outdoor advertising. This multi-channel strategy created strong emotional connections with consumers, increased engagement, and generated over 2 billion impressions globally. The campaign successfully demonstrated how personalization and cross-platform integration can boost brand loyalty and sales.

Questions:

1. Explain how personalization was used in the “Share a Coke” campaign and its impact on consumer behavior. (K2)
2. Analyze the role of multi-channel marketing in the success of this campaign. (K4)
3. Discuss how emotional engagement contributes to brand loyalty in this case. (K3)
4. Evaluate the effectiveness of integrating online and offline marketing channels. (K5)
5. Suggest two improvements or new strategies Coca-Cola could adopt for future campaigns. (K5)

End of Paper