



GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester – Regular) Examinations, December – 2020

MB 303 A – Digital & Social Media Marketing

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)

(1 x 10 = 10 Marks)

Q. 1 Answer ALL questions

- a. What are the 5 Ds, that digital marketing turns around
 - (i) digital devices, digital platforms, (ii) digital platforms, digital media, digital data, digital media, digital data, and digital and digital technology. technology.
 - (iii) digital devices, digital platforms, (iv) All of the above digital media, digital data, and offline technology.
- b. State the forms of various business, that digital marketing involves
 - (i) websites, mobile apps, and social (ii) digital signs, advertising campaigns, B2B media company pages operations
 - (iii) digital CRM, stock market, customer (iv) email marketing, digital marketing, designing relationship firms firms
- c. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:
 - (i) Direct Marketing (ii) Electronic marketing
 - (iii) Interactive Marketing (iv) Indirect Marketing
- d. Which of the following items search engines don't want?
 - (i) Keyword stuffing (ii) Buying links
 - (iii) Poor user experience (iv) All of the above
- e. Pages that are linked from another search engine is known as _____.
 - (i) Crawled pages (ii) Indexed pages
 - (iii) Unindexed pages (iv) Root pages
- f. Which of the following is not an advantage of email newsletters?
 - (i) Email newsletters spread your brand awareness (ii) Leverage the temporary content
 - (iii) Freedom to include different types of content (iv) Leverage the existing content
- g. In which type of email campaign, advertisement is sent to target group of customer?
 - (i) Direct email marketing (ii) Indirect email marketing
 - (iii) Spamming (iv) Spoofing
- h. Which of these does Google Analytics use to distinguish new and returning users?
 - (i) All Traffic (ii) Behaviour
 - (iii) Demographics (iv) Geo
- i. Your client wants to use Google AdWords' ability to display ads in videos. How can you create

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a video ad for your customer?

(i) You need a video editing program, (ii) You'll insert the text into an ad template that like QuickTime Pro, to edit and create Google AdWords will insert into the video ad. video ads

(iii) Your video can be created in any (iv) You must use the Display Ad Builder to create program, but the output must be a video ad. compatible with YouTube.

j. AdSense uses which two methods in measuring the activity and displaying by the adverts before paying websites?

(i) CPM and PCD

(ii) CPM and CPC

(iii) CPD and PCD

(iv) OC and PCD

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- What do you understand by cyber branding?
- Define Search Engine Optimization (SEO) and its purpose in digital marketing?
- What do you understand by digital customer engagement?
- What is Content Marketing and how important are keywords in Content Marketing?
- State the types of tools Ad Agencies needed in digital marketing era.

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer **ANY FIVE** questions.

- What do you mean by digital marketing? Discuss its importance in modern era of business and in your opinion, does Digital Marketing deserve its appreciation as an effective communication medium? Express your opinion considering the growth of DM as a vital tool of marketing
- Explain with suitable example evolution of digital marketing from traditional marketing and think of a recent campaign (by any type of organization) that you came across on the digital landscape. Did you like or dislike the campaign? What were the reasons for the same?
- What Is Affiliate Marketing and who are the main players in affiliate marketing?
- What is SEO? Explain the difference between on -page and off-page SEO. Explain major on -page SEO tools and techniques.
- How will you create a Google search campaign for any marketer and explain the process and the key decisions to be taken.
- What is Positioning, and state few of the tools in your brand positioning
- Discuss the role of content in Digital & Social Media Marketing and brief on the different types of classifying keywords?
- Explain the ways that digital marketers use Google Analytics to measure the effectiveness of their digital efforts? State the crucial metrics to be considered as evaluation parameters?

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