GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Fourth Semester Regular) Examinations, May – 2024

21MBAMM24002 – 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.	What is viral marketing?	CO1	K1
b.	What do you mean by social media?	CO1	K1
c.	What is reputation management?	CO2	K1
d.	What is a content?	CO2	K1
e.	Explain a podcast.	CO3	K2
f.	What is a HTML?	CO3	K1
g.	What is a long-tail keyword?	CO4	K1
h.	Explain proximity marketing.	CO4	K2
i.	What is SMS campaign?	CO5	K1
j.	What is Google Analytics?	CO5	K1

PART – B   **(8 x 5 = 40 Marks)**

Answer *ALL* the questions

		Marks	CO #	Blooms Level
2. a.	Discuss the digital marketing strategies.	8	CO1	K2
	(OR)			
b.	Describe the foundations of content marketing.	8	CO1	K2
3.a.	How to design and develop blogs?	8	CO2	K1
	(OR)			
b.	How to measure content effectiveness?	8	CO2	K1
4.a.	Describe search engine marketing.	8	CO3	K2
	(OR)			
b.	How to enhance the organic search preferences?	8	CO3	K1
5.a.	Explain the pay per click marketing.	8	CO4	K2
	(OR)			
b.	How to build online community?	8	CO4	K1
6.a.	Introduce the presence in twitter.	8	CO5	K2
	(OR)			
b.	Describe the YouTube analytics.	8	CO5	K2

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