

MBA 3rd Semester Examination, 2024

MBA

(Digital and Social Media Marketing)

PAPER — MBA-307F

Full Marks : 100

Time : 3 hours

Answer **all** questions

The figures in the right hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

GROUP — A

Answer any **eight** questions : 5×8

1. What do you understand by term 'Digital Marketing' ? How does it differ from traditional marketing ? $2 + 3$

(Turn Over)

2. Explain 'Digital Marketing Landscape'.
3. State the benefits of social media marketing.
4. "Digital Personal Relationships (DPR) significantly influence digital marketing but are not without limitations" –Illustrate your answer mentioning various Darkside of DPR.
5. What is Social Engine Marketing (SEM) ?
Why do marketers use SEM ? 2 + 3
6. What is a Digital Marketing KPIs ? Discuss any two importance of KPIs in digital Marketing. 2 + 3
7. "Social media is the new customer service desk". Explain in the context of emergence of digital marketing.
8. How do Brick-and-Mortar businesses differ from Brick-and-click business ? Discuss with suitable examples.

(3)

9. 'Digital marketing introduced a new set of Ps for success' – Discuss this statement identifying the various attributes of digital marketing mix.
10. Why are hashtags important in digital marketing? Discuss with suitable examples.
11. Illustrate the features of Facebook as a social media marketing tool.
12. What is display advertising? Explain the various types of display advertising. 2 + 3

GROUP – B

Answer any **four** questions : 10 × 4

13. "Success in digital marketing requires marketers to adopt the ASCOR framework." – Analyze this statement by explaining the key components of the ASCOR framework and their role in achieving marketing success.

14. Explain P-O-E-M framework in digital marketing strategy with reference to any Indian FMCG giant.
15. What is social media marketing ? Highlight the benefits of social media marketing and also mention the recent trends in social media marketing. 3 + 7
16. “Internet advertising offers greater advantages compared to traditional advertising.” –Discuss the advantages of ‘Email Marketing’, ‘Social Media Ads’, ‘Display Ads’ and Mobile advertising.
17. What is Influencer marketing ? Discuss briefly different types of influencers with suitable examples. 2 + 8
18. What is Search Engine Optimization ? Discuss with suitable examples different types of SEO that digital marketer uses to enhance organization’s website’s visibility. 3 + 7

[Internal Assessment – 20 Marks]