

2025

MBA 3rd Semester Examination

MBA

Paper : 307 F

[Digital and Social Media Marketing]

Full Marks : 100

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *eight* questions : 5×8=40

1. What do you understand by 'digital marketing'? Why is digital marketing become first choice among marketers?
2+3
2. Discuss the characteristics of good KPIs in digital marketing.
3. What is meant by digital media? Highlight its role in E-Commerce.
2+3
4. Define search engine marketing in the context of digital marketing.
5. What is content marketing? State the importance of it.
2+3

P.T.O.

(2)

6. Discuss in brief the P-O-E-M framework of digital marketing.
7. How do hashtags function on Facebook? Discuss with suitable examples.
8. Distinguish Facebook Power Editor and Ad Manager with examples.
9. What do you mean by digital Avatar? Discuss its marketing potential for brands. 1+4
10. Explain with example the concept of Video Flow.
11. Explain the popularity of mobile advertising in the context of marketing advertisement.
12. Write a short note on 'Media Convergence'.

Group - B

Answer any *four* questions : 10×4=40

13. What is ASCOR framework in digital marketing? Schematically discuss, how does the ASCOR Digital Marketing Framework work. 2+8
14. Define social media. What are the different types of social media? State the benefits of social media marketing. 1+4+5
15. What is digital landscape? As a digital marketer how do design your digital marketing plan? Discuss with a hypothetical example. 2+8
16. Describe the concept of Online Footprint in case of content marketing. How does content marketing help in product brand building? 5+5

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17. Discuss with suitable example various types of search engine optimization commonly used by the digital marketers to reach out their potential customers.
18. Describe the essential tools in a Mobile Marketing Toolkit. How does YouTube marketing fit into this toolkit? 6+4

Internal Assessment : 20 marks
