



Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**BTECH**  
**(SEM VIII) THEORY EXAMINATION 2021-22**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

**Time: 3 Hours****Total Marks: 100****Notes:**

- Attempt all Sections and Assume any missing data.
- Appropriate marks are allotted to each question, answer accordingly.

<b>SECTION-A</b>	Attempt <b>All</b> of the following Questions in brief	Marks <b>(10X2=20)</b>
Q1(a)	What do you mean by social media?	
Q1(b)	Explain optimization.	
Q1(c)	Define ROI.	
Q1(d)	What is blog?	
Q1(e)	Define a search engine.	
Q1(f)	Differentiate between the terms: effectiveness and efficiency.	
Q1(g)	What is an analytic tool?	
Q1(h)	Explain the term Marketing.	
Q1(i)	What do you men by a digital channel?	
Q1(j)	Define value addition.	

<b>SECTION-B</b>	Attempt <b>ANY THREE</b> of the following Questions	Marks <b>(3X10=30)</b>
Q2(a)	Discuss various factors that are responsible for evolution of digital marketing.	
Q2(b)	How to create a blog post including headlines, imagery, and links? Discuss.	
Q2(c)	What do you by sales? How is it effected by the content and branding? Discuss.	
Q2(d)	Write a note on the digital leadership principles in detail.	
Q2(e)	Discuss various security and privatization issues in digital marketing.	

<b>SECTION-C</b>	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q3(a)	Discuss the disadvantages of digital marketing.	
Q3(b)	Write a note on the marketing strategies for the digital world.	

<b>SECTION-C</b>	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q4(a)	How is the content planning and content writing done? Discuss with an example.	
Q4(b)	Write note on the following: (i) Face Book, (ii) Twitter, (iii) YouTube, (iii) Instagram.	

<b>SECTION-C</b>	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q5(a)	Write a note on: (i) mobile and video marketing, (ii) social-media marketing.	
Q5(b)	(i) What is marketing gamification? Explain. (ii) Describe the search engine optimization.	

<b>SECTION-C</b>	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q6(a)	What do you mean by online PR and reputation management? Discuss with example.	
Q6(b)	How is the cost effectiveness of digital strategies evaluated? Discuss.	

<b>SECTION-C</b>	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q7(a)	Write a detailed note on digital transformation framework.	
Q7(b)	Write about the trends in digital marketing in the Indian and global context.	