



PAPER ID-410079

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Subject Code: KOE094

Roll No:

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**BTECH**  
**(SEM VIII) THEORY EXAMINATION 2023-24**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

TIME: 3 HRS

M.MARKS: 100

**Note: 1.** Attempt all Sections. If require any missing data, then choose suitably.

**SECTION A**

**1. Attempt all questions in brief. 2 x 10 = 20**

Q no.	Question	Marks	CO
a.	What is Inbound Marketing?	2	1
b.	Define digital consumers.	2	1
c.	Define Online Advertising.	2	2
d.	Explain what is Social Media Strategy.	2	2
e.	What makes a video marketing?	2	3
f.	What is the most popular video marketing?	2	3
g.	What is the primary goals online reputation easily?	2	4
h.	Write the online management tips.	2	4
i.	What is digital revolution?	2	5
j.	What is digital transformation?	2	5

**SECTION B**

**2. Attempt any three of the following: 10 x 3= 30**

a.	Differentiate between traditional marketing vs digital marketing.	10	1
b.	Determine the ways of Social Media Strategies.	10	2
c.	How gamification different from Game-based learning? Explain	10	3
d.	What qualities do you believe a successful digital transformation leader should process?	10	4
e.	Why digital transformation matters? Explain.	10	5

**SECTION C**

**3. Attempt any one part of the following: 10 x 1= 10**

a.	Give the stages of a digital customer journey.	10	1
b.	Why optimizing your Digital Customer Journey is a good idea? Describe.	10	1

**4. Attempt any one part of the following: 10 x 1= 10**

a.	Explain the various media in SMM.	10	2
b.	Explain how to make Online Advertising more effective?	10	2

**5. Attempt any one part of the following: 10 x 1= 10**

a.	How will digital marketing methods help in the acquisition of new customers?	10	3
b.	Examine the importance of affiliate marketing networks.	10	3

**6. Attempt any one part of the following: 10 x 1= 10**

a.	Explain the most important technology in a digital transformation project.	10	4
b.	Discover various analytical tools in digital marketing.	10	4

**7. Attempt any one part of the following: 10 x 1= 10**

a.	Explain in brief history of digital revolution.	10	5
b.	Describe five pillars of digital transformation.	10	5