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# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

Roll. No:

Subject Code:- AOE0667

### (An Autonomous Institute Affiliated to AKTU, Lucknow)

### **B.Tech**

# SEM: VI - THEORY EXAMINATION (2023 - 2024)

## Subject: Digital Marketing

Time: 3 Hours

### **General Instructions:**

**IMP:** *Verify that you have received the question paper with the correct course, code, branch etc.* 

**1.** This Question paper comprises of **three Sections -A**, **B**, **& C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

**2.** Maximum marks for each question are indicated on right -hand side of each question.

**3.** Illustrate your answers with neat sketches wherever necessary.

**4.** Assume suitable data if necessary.

**5.** *Preferably, write the answers in sequential order.* 

**6.** No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

## 1. Attempt all parts:-

- 1-a. \_\_\_\_\_ is a web analytics service offered by Google that tracks and reports 1 website traffic. (CO1)
  - (a) Google Analytics

(b) SEMrush

(c) Sleeknote

(d) Hootsuite

- 1-b. Digital marketing is the marketing of products or services using \_\_\_\_\_ 1 technologies. (CO1)
  - (a) direct
  - (b) digital
  - (c) modern
  - (d) analog
- 1-c. Micro-blogging is \_\_\_\_\_. (CO2)
  - (a) Blogging regularly

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Max. Marks: 100

1

- (b) Blogs by companies, not individuals
- (c) Blogs with limited individual posts, limited by character count
- (d) Blogging from mobile
- 1-d. In the email campaign, \_\_\_\_\_ delivers the advertisements into the group of 1 targeted customers. (CO2)
  - (a) Spoofing
  - (b) Indirect email marketing
  - (c) Direct email marketing
  - (d) Spamming
- 1-e. \_\_\_\_\_ is the most common delivery channel in terms of mobile marketing. 1 (CO3)

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- (a) Graphic
- (b) Text
- (c) Voice Call
- (d) Search engine marketing
- 1-f. \_\_\_\_\_is the correct abbreviation of CMS. (CO3)
  - (a) Content Maintenance Site
  - (b) Content Maintenance System
  - (c) Content Management System
  - (d) Content Marketing System
- 1-g. \_\_\_\_\_ may refer to the concept of "going paperless" or reaching a "digital 1 business maturity". (CO4)
  - (a) Digital marketing
  - (b) Digital Transformation
  - (c) Strategic management
  - (d) None of these
- 1-h. A \_\_\_\_\_\_ community is one where the interaction takes place over a 1 computer network, mainly the Internet. (CO4)
  - (a) Online
  - (b) Virtual
  - (c) Internet
  - (d) All of the above
- 1-i. Cyber Security is \_\_\_\_\_. (CO5)

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(a) Cyber Security provides security against malware

- (b) Cyber Security provides security against cyber-terrorists
- (c) Cyber Security protects a system from cyber attacks
- (d) All of the mentioned
- 1-j. A \_\_\_\_\_ is a network security device that monitors and filters incoming and 1 outgoing network traffic based on an organization's previously established security policies. (CO5)
  - (a) Router
  - (b) Firewall
  - (c) Modem
  - (d) None of these

### 2. Attempt all parts:-

2.a.	Discuss Social Media Marketing. (CO1)	2
2.b.	Explain Sponsored Ads. (CO2)	2
2.c.	Discuss what are Keywords in Content marketing. (CO3)	2
2.d.	Explain what is marketing ROI. (CO4)	2
2.e.	Define Web 2.0. (CO5)	2
	SECTION B	30
3. Answer any <u>five</u> of the following:-		
З-а.	Write short notes on: i) Native Advertising ii) Dedicated sites (CO1)	6
3-b.	Enlist the different types of Digital Customers. (CO1)	6
3-с.	Explain the process of Content planning and writing. (CO2)	6
3-d.	Discuss the ways in which Facebook can be used for marketing. (CO2)	6
3.e.	If you had to choose between SMS marketing and Email marketing for your business. Which would you choose and why? (CO3)	6
3.f.	Discuss what is ORM and its relevance in digital business. (CO4)	6
3.g.	State the main measures adopted for Data Security. (CO5)	6
	SECTION C	50
4. Answe	er any <u>one</u> of the following:-	
4-a.	Discuss the concept and relevance of Videos and stories in Online marketing. (CO1)	10

4-b. Explain the following in detail: a) Marketing Automation b) Viral marketing c) 10 Buy buttons (CO1)

### 5. Answer any one of the following:-

- 5-a. Company A and B are e-commerce based competitors. Both want to increase 10 traffic to their website to increase sales. Company A sets up its presence on Youtube, LinkedIn, Elance and blog whereas Company B sets up its presence on Youtube, Facebook, Twitter and LinkedIn. Which company, do you think, will generate more referral traffic and sales? (CO2)
- 5-b. Explain the usage, advantages and disadvantages of any two Social media 10 platforms. (CO2)

#### 6. Answer any <u>one</u> of the following:-

- 6-a. Marketing Gamification has made marketing more interesting and fun. Support 10 this statement by stating the benefits of Gamification and appropriate examples. (CO3)
- 6-b. List down the types of Mobile marketing content available for Digital 10 marketing. (CO3)

#### 7. Answer any one of the following:-

- 7-a. Write short notes on : a) Digital Leadership b) Online Communities (CO4) 10
- 7-b. Discuss the key techniques for Online PR. Differentiate it from traditional PR. 10 (CO4)

#### 8. Answer any one of the following:-

- 8-a. Draw a time line to show the contemporary digital revolution. (CO5) 10
- 8-b. Discuss the concept, importance and process of Co-creation. (CO5) 10