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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
MCA INSTITUTE**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: III - THEORY EXAMINATION (2023 - 2024)

Subject: Digital Marketing

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

- 1-a. The focus of _____ is on Customer needs.(CO1) 1
- (a) Selling
 - (b) Marketing
 - (c) Advertisement
 - (d) Wholeselling
- 1-b. _____ is website used for Blogging. (CO2) 1
- (a) Wordpress
 - (b) Blogger
 - (c) Weebly
 - (d) All of these
- 1-c. _____ does not explicitly promote a brand but is intended to stimulate interest in its products or services. (CO3) 1
- (a) Video marketing
 - (b) Celebrity marketing
 - (c) Content Marketing
 - (d) Native Marketing
- 1-d. Customers pay a fixed amount, usually monthly, to get some type of service. This is an example of _____ Digital Business Model.(CO4) 1
- (a) Affiliate Fees
 - (b) Transaction Fees
 - (c) Subscription Fees
 - (d) Licensing Fees
- 1-e. _____ is the term also used for any way in which a business allows consumers to submit 1

ideas, designs or content. (CO5)

- (a) Co-operation
- (b) Co-ordination
- (c) Co-creation
- (d) All of these

2. Attempt all parts:-

- 2.a. Define the term Segmentation and Positioning in Marketing. (CO1) 2
- 2.b. State the advantages of Social Media.(CO2) 2
- 2.c. Define SEO. (CO3) 2
- 2.d. State the features of Digital Leadership. (CO4) 2
- 2.e. Define the term Hacking. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Differentiate between Traditional Marketing and Digital Marketing. (CO1) 5
- 3-b. State the steps of writing effective Content for the Social media. (CO2) 5
- 3.c. Explain how Buying behaviour can be influenced using Content. (CO3) 5
- 3.d. Discuss what is a Digital Organization along with its features. (CO4) 5
- 3.e. Explain what is Co-creation and why it is important. (CO5) 5

SECTION C

30

4. Answer any one of the following:-

- 4-a. Imagine yourself as an owner of a business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture. (CO1) 6
- 4-b. Analyze the different opportunities and challenges of e-marketing in India. (CO1) 6

5. Answer any one of the following:-

- 5-a. Discuss what is Content. Explain its purpose, objectives and significance in digital marketing. (CO2) 6
- 5-b. Explain what is blogging and its relevance in Online marketing of Automobile companies.(CO2) 6

6. Answer any one of the following:-

- 6-a. Discuss the role and importance of Social media marketing in Online marketing through Instagram & Facebook handles of Marketing Firms. (CO3) 6
- 6-b. Explain the concept and process of Online campaign Management with reference to a Niche Marketing Co. (CO3) 6

7. Answer any one of the following:-

- 7-a. Digital marketing is adding value to business. Do you agree with this statement? Discuss. (CO4) 6
- 7-b. Write short notes on : a) Digital Leadership b) Online PR in the context of an FMCG Co. (CO4) 6

8. Answer any one of the following:-

- 8-a. Explain the concept of Phishing and how can we prevent it. (CO5) 6
- 8-b. Explain the concept and types of Online communities. (CO5) 6