



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI  
Centre For Post Graduate Studies  
DEPARTMENT OF MANAGEMENT STUDIES  
Hanchya-Satagalli Layout, Outer Ring Road, Mysuru-570019

### CBCS Scheme

USN 4VZ23MDM41

18 October 2024

#### Second Semester MBA Degree Second Internal Assessment Test CYBER LAW AND SECURITY [22MDM21]

Time: 1 1/2 Hours

Digital Marketing

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No.1 to 3.

2. Question No. 4. is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define e-commerce.	03	L1	CO1
	b)	What are zero-day and zero-click attacks? Why are they particularly concerning in cyber security?	07	L3	CO3
	c)	Discuss the various modes of digital payments and their respective advantages and disadvantages.	10	L4	CO4
Q.2.	a)	What is meant by DoS and DDoS Attacks?	03	L1	CO1
	b)	Discuss the key elements of e-commerce security	07	L3	CO3
	c)	Evaluate the RBI guidelines on digital payments, focusing on customer protection in unauthorized banking transactions. What measures are in place to ensure consumer safety?	10	L4	CO4
Q.3.	a)	What is meant by Cloud Computing?	03	L1	CO1
	b)	Outline the process of online shopping.	07	L3	CO3
	c)	Write a brief note on a) Cyber security audit b) National cyber security policy and strategy.	10	L4	CO4
Q.4.	Case Study In 2023, a mid-sized regional bank, ABC Bank, experienced a significant cyber attack. The attackers utilized phishing emails to trick bank employees into revealing their login credentials. Once they gained access to the bank's internal systems, they initiated unauthorized transactions, transferring funds from multiple customer accounts to overseas accounts. a. How could the bank have detected the unauthorized transactions more quickly? b. What steps should ABC Bank take in the aftermath of the attack to improve security?			05	L3 CO3
				05	L3 CO3

Card up I  
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GRS

Internet → Search Product → Decide Paid to Card → Payment → Supply Chain or logistics -



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 Hanchya-Sathgalli Layout, Outer Ring Road, Mysuru-570019

USN 4V2R3MDM41

CBCS Scheme

18<sup>th</sup> October 2024

Second semester MBA in digital marketing Second Internal Assessment Test  
 OPTIMIZATION TECHNIQUE (22MDM22)

Time: 1 1/2 Hours

Max. Marks: 50

Note: 1) Answer any TWO full questions from Q1 to 3.  
 2) Q. No. 4 is compulsory.

			M	L	CO																																
1	a	What is a merge activity?	3	L1	CO1																																
	b	List out the criteria's used to make decision under uncertainty.	7	L2	CO2																																
	c	From the below information draw a network diagram and calculate Earliest start, Latest start, Earliest finish, Latest finish and Total float.	10	L4	CO3																																
		<table border="1"> <thead> <tr> <th>Activity</th><th>1-2</th><th>1-3</th><th>1-4</th><th>2-5</th><th>3-5</th><th>3-6</th><th>3-7</th><th>4-6</th><th>5-7</th><th>6-8</th><th>7-8</th></tr> </thead> <tbody> <tr> <td>Duration</td><td>2</td><td>7</td><td>8</td><td>3</td><td>6</td><td>10</td><td>4</td><td>6</td><td>2</td><td>5</td><td>6</td></tr> </tbody> </table> $EF = ES + d, \quad LS = LF - d, \quad TF = LS - ES$	Activity	1-2	1-3	1-4	2-5	3-5	3-6	3-7	4-6	5-7	6-8	7-8	Duration	2	7	8	3	6	10	4	6	2	5	6											
Activity	1-2	1-3	1-4	2-5	3-5	3-6	3-7	4-6	5-7	6-8	7-8																										
Duration	2	7	8	3	6	10	4	6	2	5	6																										
2	a	Give the meaning of decision making.	3	L1	CO1																																
	b	Solve the assignment problem to find out the optimal cost.	7	L2	CO2																																
		<table border="1"> <thead> <tr> <th></th><th>J<sub>1</sub></th><th>J<sub>2</sub></th><th>J<sub>3</sub></th><th>J<sub>4</sub></th></tr> </thead> <tbody> <tr> <td>A</td><td>1</td><td>4</td><td>6</td><td>3</td></tr> <tr> <td>B</td><td>9</td><td>7</td><td>10</td><td>9</td></tr> <tr> <td>C</td><td>4</td><td>5</td><td>11</td><td>7</td></tr> <tr> <td>D</td><td>8</td><td>7</td><td>8</td><td>5</td></tr> </tbody> </table>		J <sub>1</sub>	J <sub>2</sub>	J <sub>3</sub>	J <sub>4</sub>	A	1	4	6	3	B	9	7	10	9	C	4	5	11	7	D	8	7	8	5										
	J <sub>1</sub>	J <sub>2</sub>	J <sub>3</sub>	J <sub>4</sub>																																	
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B	9	7	10	9																																	
C	4	5	11	7																																	
D	8	7	8	5																																	
	c	The owner of a chain food restaurant is considering a new computer system for accounting and inventory control. A computer company has sent the following information	10	L3	CO3																																
		<table border="1"> <thead> <tr> <th>Activity</th><th>Time optimistic</th><th>Time most likely</th><th>Time pessimistic</th></tr> </thead> <tbody> <tr> <td>1-2</td><td>1</td><td>1</td><td>7</td></tr> <tr> <td>1-3</td><td>1</td><td>4</td><td>7</td></tr> <tr> <td>1-4</td><td>2</td><td>2</td><td>8</td></tr> <tr> <td>2-5</td><td>1</td><td>1</td><td>1</td></tr> <tr> <td>3-5</td><td>2</td><td>5</td><td>14</td></tr> <tr> <td>4-6</td><td>2</td><td>5</td><td>8</td></tr> <tr> <td>5-6</td><td>3</td><td>6</td><td>15</td></tr> </tbody> </table> <p>What is the probability that the project will be completed in 21 days?</p>	Activity	Time optimistic	Time most likely	Time pessimistic	1-2	1	1	7	1-3	1	4	7	1-4	2	2	8	2-5	1	1	1	3-5	2	5	14	4-6	2	5	8	5-6	3	6	15			
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4-6	2	5	8																																		
5-6	3	6	15																																		
3	a	Mention the components of decision tree?	3	L1	CO2																																

	b	Draw the network diagram of activities for the project.	7	L2	CO3																														
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	c	Find the sequence that minimizes the total elapsed time required to complete the following tasks and the idle time on two machines.	10	L3	CO2																														
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4		<p><b>Case study</b></p> <p>The process times (in hours) are recorded in the given table.</p>	10	L4	CO3																														
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**CBCS Scheme**

USN 

4	V	Z	2	3	M	D	M	4	1		
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16 Oct 2024

**Second Semester MBA Degree Second Internal Assessment Test**  
**Fundamentals of Digital Marketing (22MDM23)**

Time: 1½ Hours

Section D

Max. Marks: 50

**Note: 1. Answer any TWO full questions from Q.1 to Q3.**

**2. Question number 4 is compulsory.**

**3. M: Marks, L: Bloom's Level, C: Course Outcomes**

			M	L	CO
Q.1.	a)	Define the term "Social Media Marketing".	03	L1	CO1
	b)	Write a note on Ad placement and Ad Ranks.	07	L4	CO1
	c)	Describe Mobile marketing features. <i>(PS, in-app, SE, SM,</i>	10	L2	CO1
Q.2.	a)	Give the meaning of the term "Search engine optimization".	03	L1	CO2
	b)	Briefly explain various Advantages of social Media Marketing.	07	L2	CO2
	c)	Enumerate Digital marketing plan.	10	L2	CO2
✓ Q.3.	a)	What do you mean by Mobile marketing?	03	L1	CO3
	b)	Brief out " How search engine Works". <i>(crawl, index, ranking, delivery,</i>	07	L2	CO3
	c)	Discuss various ways to achieve On page Optimization and Off Page Optimization.	10	L2	CO2
Q.4.		<b>Case Study</b>			
		Nike leveraged digital advertising to reach its target audience by focusing on personalized and engaging content. The company used social media platforms like Instagram, YouTube, and Facebook to create inspiring campaigns such as "Dream Crazy," featuring a well-known Celebrity, which resonated with younger, socially-conscious consumers. Nike also utilized data analytics to target users with personalized ads based on their preferences and behavior, maximizing ad relevance. The strategy not only boosted brand visibility but also drove online sales growth by 31% in the first quarter following the campaign's launch. Nike's focus on user-generated content encouraged customers to share their stories, increasing engagement.			
	a)	Evaluate the effectiveness of Nike's digital advertising strategy in driving consumer engagement and sales. How did the use of social media platforms and data analytics contribute to the campaign's success?	10	L4	CO2

*→ click by  
call - only*



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CBCS Scheme

USN | 4 | V | Z | 2 | 3 | M | D | M | 4 | 1 |

16<sup>th</sup> October 2024

Second Semester MBA Degree Second Internal Assessment Test  
WEBSITE PLANNING AND STRUCTURE [22MDM24]

Time: 1 ½ Hours

Section: Digital Marketing

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q. No.1 to 3.  
2. Q. No. 4 is compulsory.  
3.M: Marks, L: Bloom's Level, Co: Course Outcome

			M	L	CO
1.	a)	Give an introduction on Portfolio	03	L1	CO1
	b)	Explain why we need to create a Portfolio page on home page	07	L3	CO2
	c)	Examine the effects of a "Contact Us" page on the efficiency of a website with an example	10	L4	CO2
2.	a)	Define Photo Gallery Page and Chatbots	03	L1	CO2
	b)	Explain CTA and its role in Conversion rate.	07	L2	CO3
	c)	Demonstrate the reasons to have a CTA button on website	10	L3	CO4
X	a)	What are the tools used for analytics.	03	L1	CO1
	b)	Explain the process to conduct a Web audit.	07	L2	CO3
	c)	Define Website Auditing and demonstrate the benefits of conducting a audit	10	L3	CO3
4.	Case Study: A small business, "Tech Solutions," initially started with a static website to provide basic information about its services, contact details, and location. As the business grew, it became evident that the static website had significant limitations, especially when it came to managing dynamic content, frequent updates, and scalability. The business considered transitioning to a Content Management System (CMS) to overcome these challenges.				
	Question		M	L	Co
	a.	Describe the reasons behind "Tech Solutions'" consideration of switching from a static website to a CMS website.	10	L2	CO4



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CBCS Scheme

USN 4V223MDM41

15 Oct 2024

Second Semester MBA Degree Second Internal Assessment Test  
MARKETING RESEARCH (22MDM25)

Time: 1½ Hours

Section D

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.1 to Q.3.

2. Question number 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define experimental design.	03	L1	CO3
	b)	What do you mean by a survey? Explain the types of surveys.	07	L2	CO3
	c)	How do you craft effective questionnaires? Explain with an example.	10	L2	CO4
Q.2.	a)	What is the purpose of a focus group in marketing research?	03	L1	CO3
	b)	What is an in-depth interview, and what are its types?	07	L2	CO3
	c)	Explain probability and non-probability sampling techniques.	10	L2	CO4
Q.3.	a)	Explain what data coding is and why it is important in research.	03	L1	CO5
	b)	What is a case study, and what are the steps in case study analysis?	07	L2	CO4
	c)	Briefly explain regression analysis and its application in marketing research.	10	L2	CO4
Q.4.		<p><b>Case Study</b></p> <p>A beverage company, FreshSip, is planning to launch a new line of organic fruit juices aimed at health-conscious consumers. Before the official launch, the company conducts market research to understand consumer preferences, pricing strategies, and potential distribution channels.</p> <p>FreshSip uses a combination of surveys and focus groups to gather data. In the surveys, participants are asked about their favourite fruit flavours, willingness to pay for organic products, and preferred packaging options. The focus groups consist of small groups of targeted consumers discussing their perceptions of the brand, taste testing different juice flavours, and providing feedback on marketing concepts.</p> <p>After analysing the data, FreshSip discovers that consumers prefer unique fruit combinations, such as mango-pineapple and raspberry-lime. They also indicate a willingness to pay a premium for organic</p>			

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		products but prefer eco-friendly packaging. The marketing team uses this information to refine their product offerings and promotional strategies before launching the new juice line.			
<b>Questions:</b>					
	a)	How did FreshSip use surveys and focus groups to understand consumer preferences?	5	L3	CO4
	b)	What are key factors FreshSip should consider for the launch of their organic fruit juices?	5	L4	CO4



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### CBCS Scheme

USN 4 VZ23MDM41

15 Oct 2024

Second Semester MBA Degree Second Internal Assessment Test

Integrated Marketing Communication (22MDM26)

Time: 1½ Hours

Section D

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.1 to Q3.

2. Question number 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

		M	L	CO
Q.1.	a) Define the term "Direct Marketing".	03	L1	CO1
	b) Differentiate between Public relation VS Publicity.	07	L4	CO1
	c) Describe various methods used for advertising evaluation.	10	L2	CO1
Q.2.	a) Give the meaning of the term "Co-operative advertising".	03	L1	CO2
	b) Briefly explain measurement in advertising.	07	L2	CO2
	c) Enumerate process of personal selling.	10	L2	CO2
Q.3.	a) What do you mean by sales promotion?	03	L1	CO3
	b) Write a note on Direct marketing strategies.	07	L2	CO3
	c) Discuss various strategies of public relation.	10	L2	CO2
Q.4.	Case Study			
	Coca-Cola's "Share a Coke" campaign, launched in Australia in 2011, replaced the brand's logo on bottles with popular names to personalize the experience. The goal was to engage consumers by encouraging them to find bottles with their own or friends' names, sparking a connection with the brand. The campaign extended to social media, prompting customers to share photos of their personalized bottles, increasing online buzz. As a result, sales among young adults rose by 7%, leading to the campaign's expansion to over 80 countries. It demonstrated the effectiveness of combining traditional advertising with digital strategies. This approach not only drove sales but also enhanced brand loyalty by making Coca-Cola more relatable to consumers.			
	a) Discuss the key factors that contributed to the success of Coca-Cola's "Share a Coke" campaign. How did the integration of traditional and digital marketing strategies impact the campaign's effectiveness in connecting with consumers?	10	L4	CO2