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B. TECH
(SEM VIII) THEORY EXAMINATION 2022-23
DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

- (a) Discuss the Content Planning.
- (b) Explain the term “Blogging”.
- (c) Differentiate between traditional and digital media.
- (d) Elaborate the term “Online PR”
- (e) Explain Digital Marketing Landscape.
- (f) Discuss the limitations of Search Engine Optimization techniques.
- (g) Discuss the role of a brand reputation manager do.
- (h) Discuss the limitations of mobile marketing.
- (i) Define the terms “Innovators”.
- (j) Explain co creation and co-existence?

SECTION B

2. Attempt any three of the following:**10x3=30**

- (a) Discuss the trends which are driving a shift from traditional marketing practices to digital ones?
- (b) Illustrate the features of Facebook as a social media marketing tool.
- (c) Differentiate between SEO and SEM with relevant points and examples.
- (d) Explain the benefits of digital leadership for business transformation.
- (e) Discuss the latest trends seen in digital marketing related to Indian Context.

SECTION C

3. Attempt any one part of the following:**10x1=10**

- (a) “The modern digital customer journey begins with self- evaluation, and this customer “self- education” begins with social.” Summarize this statement.
- (b) Discuss the latest marketing strategies adopted by companies for the change seen in digital world.

4. Attempt any one part of the following:**10x1=10**

- (a) Illustrate the use of following platforms for Social Media Marketing by taking example of any company:
 - i. Instagram
 - ii. LinkedIn
 - iii. Twitter
- (b) Discuss the method of writing a blog post for herbal products of your company by including headline, inserting images and links.

5. Attempt any *one* part of the following: 10x1=10

- (a) “Video is much impressive than Text”. In this line, analyze Video Marketing Techniques in detail.
- (b) Assess the impact that marketing analytics can have on improving the ROI of any marketing campaign.

6. Attempt any *one* part of the following: 10x1=10

- (a) Define the term ROI and method of measuring the ROI of any digital marketing strategy by parallelly adding value to business.
- (b) Discuss the cost- effectiveness of their company’s digital marketing efforts. Explain.

7. Attempt any *one* part of the following: 10x1=10

- (a) “Eliminating cyber security threats is paramount in any digital business pursuit – not just digital marketing?” Analyze this statement in detail.
- (b) Explain the concept of Digital Transformation Framework using diagram.

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