

SREE VIDYANIKETHAN ENGINEERING COLLEGE

(An Autonomous Institution, Affiliated to JNTUA, Ananthapuramu)

IV B. Tech I Semester (SVEC-20) Regular Examinations, November 2024

DIGITAL AND SOCIAL MEDIA MARKETING (Professional Elective-5) (Common to CSE(IOT),CSD)

Time: 3 hours

Max. Marks: 70

Answer One Question from each Unit

All questions carry equal marks

UNIT-I						
1.	a)	Discuss the key components of Digital Marketing.	7 Marks	L2	CO1	PO1
	b)	Explain the role of digital marketing in modern business environments.	7 Marks	L2	CO1	PO2
(OR)						
2.	a)	How digital marketing integrates with traditional marketing communication channels?	7 Marks	L3	CO1	PO1
	b)	Explain key communication concept of digital Marketing	7 Marks	L2	CO1	PO2
UNIT-II						
3.	a)	What are the key components of online market Analysis?	7 Marks	L3	CO2	PO2
	b)	How a SWOT analysis can be applied to assess a company's digital marketing environment.	7 Marks	L3	CO2	PO2
(OR)						
4.	a)	Explain the stages of the customer journey.	7 Marks	L2	CO2	PO2
	b)	Describe the impact of digital technology on consumer behavior and its implications for marketers.	7 Marks	L2	CO2	PO2
UNIT-III						
5.	a)	Explain the concept of SMART objectives in the context of digital marketing.	7 Marks	L2	CO3	PO5
	b)	How sostac planning framework applied to digital marketing strategy?	7 Marks	L3	CO3	PO2
(OR)						
6.	a)	What are the steps involved in strategy development in digital marketing strategy?	7 Marks	L3	CO3	PO1
	b)	Explain 5s of Digital Marketing?	7 Marks	L2	CO3	PO1
UNIT-IV						
7.	a)	How the social feedback cycle work and what does are the key stages involved?	7 Marks	L3	CO4	PO1
	b)	Explain about social and web engagement.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	Explain social business Ecosystem.	7 Marks	L2	CO4	PO1
	b)	Apply the principles of blogger outreach to enhance the online presence of a small business	7 Marks	L3	CO4	PO2
UNIT-V						
9.	a)	Discuss how Social CRM can be used to support decision-making in businesses.	7 Marks	L2	CO5	PO1
	b)	How Social Analytics can be used to measure the success of a marketing campaign?	7 Marks	L3	CO5	PO2
(OR)						
10.	a)	Analyze the impact of business engagement activities on social media in driving company growth.	14 Marks	L4	CO5	PO3

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DIGITAL AND SOCIAL MEDIA MARKETING

(Professional Elective – 5)
(Common to CSE(IOT),CSD)

Time: 3 hours

Max. Marks: 70

Answer One Question from each Unit

All questions carry equal marks

UNIT-I						
1.	a)	Differentiate between traditional marketing and Digital Marketing.	7 Marks	L4	CO1	PO1
	b)	Explain the benefits of digital Marketing.	7 Marks	L2	CO1	PO2
(OR)						
2.	a)	Explain the fundamentals of digital marketing.	14 Marks	L2	CO1	PO1
UNIT-II						
3.	a)	Discuss the key elements in customer journey.	7 Marks	L2	CO2	PO2
	b)	Explain competitor analysis in shaping a company's digital marketing strategy.	7 Marks	L2	CO2	PO2
(OR)						
4.	a)	Explain the components of Digital Marketing Environment.	14 Marks	L2	CO2	PO2
UNIT-III						
5.	a)	How will you formulate and implement strategy in digital marketing?	14 Marks	L3	CO3	PO5
(OR)						
6.	a)	What is the need for integrating digital marketing strategy?	7 Marks	L3	CO3	PO1
	b)	Explain the Steps involved in strategy development in digital marketing strategy.	7 Marks	L2	CO3	PO1
UNIT-IV						
7.	a)	How a company can use the Social Web to increase customer engagement?	7 Marks	L3	CO4	PO1
	b)	Explain how traditional CRM systems are being transformed by social media.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	Explain the connection between operations and marketing in a business context.	7 Marks	L2	CO4	PO1
	b)	Analyze how social web platforms can impact brand reputation and customer loyalty.	7 Marks	L4	CO4	PO2
UNIT-V						
9.	a)	Describe the differences between engagement as a customer activity and engagement as a business activity.	7 Marks	L2	CO5	PO1
	b)	What is the impact of monitoring social media conversations on your company's reputation management strategy?	7 Marks	L3	CO5	PO2
(OR)						
10.	a)	Explain the impact of Social CRM on the overall customer experience and business outcomes.	7 Marks	L2	CO5	PO3
	b)	Discuss the criteria you would use to select the most effective influencers for a marketing campaign.	7 Marks	L2	CO5	PO2

IV B. Tech I Semester (SVEC-20) Regular Examinations, November 2024**DIGITAL AND SOCIAL MEDIA MARKETING****(Professional Elective -5)
(Common to CSE(IOT),CSD)****Time: 3 hours****Max. Marks: 70****Answer One Question from each Unit****All questions carry equal marks**

UNIT-I						
1.	a)	Explain the features of digital marketing.	14Marks	L2	CO1	PO1
(OR)						
2.	a)	Discuss the applications of digital marketing.	7 Marks	L2	CO1	PO1
	b)	Explain the key communication concept in digital marketing.	7 Marks	L2	CO1	PO2
UNIT-II						
3.	a)	What are the key components of online market Analysis?	7 Marks	L3	CO2	PO2
	b)	Describe the impact of digital technology on consumer behavior and its implications for marketers.	7 Marks	L2	CO2	PO2
(OR)						
4.	a)	Analyze the role of touch points in shaping customer experiences during the digital journey.	7 Marks	L4	CO2	PO2
	b)	Explain the relationship between consumer behavior and digital marketing strategies	7 Marks	L2	CO2	PO2
UNIT-III						
5.	a)	Explain the goals and objectives in the context of digital marketing.	7 Marks	L2	CO3	PO5
	b)	Discuss the strategy formulation process for digital marketing.	7 Marks	L2	CO3	PO2
(OR)						
6.	a)	Explain the situation analysis for digital marketing strategy.	14 Marks	L2	CO3	PO1
UNIT-IV						
7.	a)	What are the benefits and challenges of integrating social media with CRM systems	7 Marks	L3	CO4	PO1
	b)	Describe the evolving role of social interaction in modern business strategies.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	How social web platforms can impact brand reputation and customer loyalty	7 Marks	L3	CO4	PO1
	b)	Discuss how integrating operations with marketing strategies can lead to improved business performance.	7 Marks	L2	CO4	PO2
UNIT-V						
9.	a)	How the customer feedback and interaction on social media can influence product development and service improvement.	7 Marks	L3	CO5	PO1
	b)	Explain the importance of Social Analytics in measuring the effectiveness of social media campaigns.	7 Marks	L2	CO5	PO2
(OR)						
10.	a)	Analyze the role of Social Analytics in predicting future customer trends.	7 Marks	L4	CO5	PO3
	b)	How Social CRM contributes to effective business design?	7 Marks	L3	CO5	PO2

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(Common to CSE(IOT),CSD)****Time: 3 hours****Max. Marks: 70****Answer One Question from each Unit****All questions carry equal marks**

UNIT-I						
1.	a)	Explain the fundamentals of digital Marketing	14 Marks	L2	CO1	PO1
(OR)						
2.	a)	Differentiate the relationship between digital communication and traditional communication.	7 Marks	L4	CO1	PO1
	b)	Explain the applications of digital marketing.	7 Marks	L2	CO1	PO2
UNIT-II						
3.	a)	Discuss the impact of supplier relationships on the digital marketing supply chain.	7 Marks	L2	CO2	PO2
	b)	Explain micro environment in digital marketing.	7 Marks	L2	CO2	PO2
(OR)						
4.	a)	How will you classify the types of business model for E-commerce?	14 Marks	L3	CO2	PO2
UNIT-III						
5.	a)	Explain how the goals and objectives can impact the success of a digital marketing strategy.	7 Marks	L2	CO3	PO5
	b)	Discuss the benefits of integrating digital marketing efforts across different platforms and channels.	7 Marks	L2	CO3	PO2
(OR)						
6.	a)	Describe the process of structuring a digital marketing strategy with an example.	14 Marks	L2	CO3	PO1
UNIT-IV						
7.	a)	Discuss how businesses can use the social feedback cycle to improve their products or services.	7 Marks	L2	CO4	PO1
	b)	Describe the evolving role of social interaction in modern business strategies.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	Describe the key components required to build a successful social business	7 Marks	L2	CO4	PO1
	b)	Explain the role of the social web in enhancing customer engagement.	7 Marks	L2	CO4	PO2
UNIT-V						
9.	a)	Discuss how businesses can identify and prioritize key conversations on social media that impact their brand reputation.	14 Marks	L2	CO5	PO1
(OR)						
10.	a)	Explain the concept of the social business ecosystem and its relevance to modern businesses.	7 Marks	L2	CO5	PO3
	b)	Describe the benefits of encouraging customer engagement as part of your social media strategy.	7 Marks	L2	CO5	PO2

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UNIT-I						
1.	a)	Explain key communication concept of digital Marketing	7 Marks	L2	CO1	PO1
	b)	How digital marketing integrates with traditional marketing communication channels?	7 Marks	L3	CO1	PO2
(OR)						
2.	a)	Explain the role of digital marketing in modern business environments.	7 Marks	L2	CO1	PO1
	b)	Discuss the key components of Digital Marketing.	7 Marks	L2	CO1	PO2
UNIT-II						
3.	a)	Describe the impact of digital technology on consumer behavior and its implications for marketers.	7 Marks	L2	CO2	PO2
	b)	Explain the stages of the customer journey.	7 Marks	L2	CO2	PO2
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4.	a)	What are the key components of online market Analysis?	7 Marks	L3	CO2	PO2
	b)	How a SWOT analysis can be applied to assess a company's digital marketing environment.	7 Marks	L3	CO2	PO2
UNIT-III						
5.	a)	Explain 5's of Digital Marketing?	7 Marks	L2	CO3	PO5
	b)	Discuss about SMART objectives in the context of digital marketing.	7 Marks	L2	CO3	PO2
(OR)						
6.	a)	Explain SOSTAC planning framework applied to digital marketing strategy?	7 Marks	L2	CO3	PO1
	b)	What are the steps involved in strategy development in digital marketing strategy?	7 Marks	L2	CO3	PO1
UNIT-IV						
7.	a)	How does the social feedback cycle work, and what are the key stages involved?	7 Marks	L3	CO4	PO1
	b)	Explain about social and web engagement.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	Classify the elements of social business?	7 Marks	L2	CO4	PO1
	b)	How will you build social business?	7 Marks	L3	CO4	PO2
UNIT-V						
9.	a)	Analyze how the integration of social business practices can influence traditional business operations.	7 Marks	L4	CO5	PO1
	b)	Explain how businesses can use social listening tools to understand customer sentiment and preferences.	7 Marks	L2	CO5	PO2
(OR)						
10.	a)	Explain the role of CRM in social interaction.	7 Marks	L2	CO5	PO3
	b)	How will you create social business with an example?	7 Marks	L3	CO5	PO2

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UNIT-II						
3.	a)	How will you classify the types of business model for E-commerce?	14 Marks	L3	CO2	PO2
(OR)						
4.	a)	What are the key components of online market Analysis?	7 Marks	L3	CO2	PO2
	b)	Discuss the impact of supplier relationships on the digital marketing supply chain.	7 Marks	L2	CO2	PO2
UNIT-III						
5.	a)	Explain why an integrated digital marketing strategy is essential for modern businesses	7 Marks	L2	CO3	PO5
	b)	Discuss the role of segmentation, targeting, and positioning (STP) in structuring a digital marketing strategy.	7 Marks	L2	CO3	PO2
(OR)						
6.	a)	How will you formulate and implement strategy in digital marketing?	14 Marks	L3	CO3	PO1
UNIT-IV						
7.	a)	Explain how traditional CRM systems are being transformed by social media.	7 Marks	L2	CO4	PO1
	b)	Discuss the connection between operations and marketing in a business context.	7 Marks	L2	CO4	PO4
(OR)						
8.	a)	How a company can use the Social Web to increase customer engagement?	7 Marks	L3	CO4	PO1
	b)	Explain social business Ecosystem.	7 Marks	L2	CO4	PO2
UNIT-V						
9.	a)	Explain the impact of Social CRM on the overall customer experience and business outcomes.	7 Marks	L2	CO5	PO1
	b)	Describe the differences between engagement as a customer activity and engagement as a business activity.	7 Marks	L2	CO5	PO2
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10.	a)	Discuss the criteria you would use to select the most effective influencers for a marketing campaign.	7 Marks	L2	CO5	PO3
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