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 (Prpfessional Elective-5) (Common to CSE(IOT),CSD)

Time: 3 hours Max. Marks: 70

Answer One Question from each Unit All questions carry equal marks

	An 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	7 Marks	L2	CO1	PO2		
		environments.						
		(OR)						
2.	a)	How digital marketing integrates with traditional marketing	7 Marks	L3	CO1	PO1		
		communication channels?						
	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	7 Marks	L3	CO2	PO2		
		digital marketing environment.						
		(OR)						
4.	a)	Explain the stages of the customer journey.	7 Marks	L2	CO2	PO2		
	b)	Describe the impact of digital technology on consumer	7 Marks	L2	CO2	PO2		
		behavior and its implications for marketers.						
		(UNIT-III)						
5.	a)	Explain the concept of SMART objectives in the context of	7 Marks	L2	CO3	PO5		
		digital marketing.						
	b)	How sostac planning framework applied to digital marketing	7 Marks	L3	CO3	PO2		
		strategy?						
	(OR)							
6.	a)	What are the steps involved in strategy development in digital	7 Marks	L3	CO3	PO1		
		marketing strategy?						
	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	7 Marks	L3	CO4	PO1		
		stages involved?						
	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	7 Marks	L3	CO4	PO2		
		presence of a small business						
		UNIT-V						
9.	a)	Discuss how Social CRM can be used to support decision-	7 Marks	L2	CO5	PO1		
		making in businesses.						
	b)	How Social Analytics can be used to measure the success of a	7 Marks	L3	CO5	PO2		
		marketing campaign?						
	•	(OR)			•			
10.	a)	Analyze the impact of business engagement activities on social	14 Marks	L4	CO5	PO3		
		media in driving company growth.						
	•			•	•			

CODE No: 20BT71209

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

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

	An questions carry equal marks								
		UNIT-I			~~1	201			
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	7 Marks	L2	CO2	PO2			
		behavior and its implications for marketers.							
		(OR)		1	ı	I			
4.	a)	Analyze the role of touch points in shaping customer	7 Marks	L4	CO2	PO2			
		experiences during the digital journey.							
	b)	Explain the relationship between consumer behavior and digital	7 Marks	L2	CO2	PO2			
		marketing strategies							
		(UNIT-III)							
5.	a)	Explain the goals and objectives in the context of digital	7 Marks	L2	CO3	PO5			
		marketing.							
	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	7 Marks	L3	CO4	PO1			
	·	with CRM systems							
	b)	Describe the evolving role of social interaction in modern	7 Marks	L2	CO4	PO4			
		business strategies.							
		(OR)							
8.	a)	How social web platforms can impact brand reputation and	7 Marks	L3	CO4	PO1			
		customer loyalty							
	b)	Discuss how integrating operations with marketing strategies	7 Marks	L2	CO4	PO2			
		can lead to improved business performance.							
		(UNIT-V)							
9.	a)	How the customer feedback and interaction on social media can	7 Marks	L3	CO5	PO1			
		influence product development and service improvement.							
	b)	Explain the importance of Social Analytics in measuring the	7 Marks	L2	CO5	PO2			
		effectiveness of social media campaigns.							
		(OR)							
10.	a)	Analyze the role of Social Analytics in predicting future	7 Marks	L4	CO5	PO3			
		customer trends.							
	b)	How Social CRM contributes to effective business design?	7 Marks	L3	CO5	PO2			

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Time: 3 hours Max. Marks: 70

Answer One Question from each Unit All questions carry equal marks

		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	7 Marks	L4	CO1	PO1			
		and traditional communication.							
	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	7 Marks	L2	CO2	PO2			
		marketing supply chain.							
	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	14 Marks	L3	CO2	PO2			
		E-commerce?							
		(UNIT-III)							
5.	a)	Explain how the goals and objectives can impact the success of	7 Marks	L2	CO3	PO5			
		a digital marketing strategy.							
	b)	Discuss the benefits of integrating digital marketing efforts	7 Marks	L2	CO3	PO2			
		across different platforms and channels.							
	(OR)								
6.	a)	Describe the process of structuring a digital marketing strategy	14 Marks	L2	CO3	PO1			
		with an example.							
		(UNIT-IV)							
7.	a)	Discuss how businesses can use the social feedback cycle to	7 Marks	L2	CO4	PO1			
		improve their products or services.							
	b)	Describe the evolving role of social interaction in modern	7 Marks	L2	CO4	PO4			
		business strategies.							
		(OR)	1						
8.	a)	Describe the key components required to build a successful	7 Marks	L2	CO4	PO1			
		social business							
	b)	Explain the role of the social web in enhancing customer	7 Marks	L2	CO4	PO2			
		engagement.							
	_	(UNIT-V)							
9.	a)	Discuss how businesses can identify and prioritize key	14 Marks	L2	CO5	PO1			
		conversations on social media that impact their brand							
		reputation.							
4.0		(OR)			967	DC 2			
10.	a)	Explain the concept of the social business ecosystem and its	7 Marks	L2	CO5	PO3			
	1 \	relevance to modern businesses.	734 1	1.0	CO.	DOG			
	b)	Describe the benefits of encouraging customer engagement as	7 Marks	L2	CO5	PO2			
		part of your social media strategy.							

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Time: 3 hours Max. Marks: 70

Answer One Question from each Unit All questions carry equal marks

		All questions carry equal marks				
		(UNIT-I)				
1.	a)	Explain key communication concept of digital Marketing	7 Marks	L2	CO1	PO1
	b)	How digital marketing integrates with traditional marketing	7 Marks	L3	CO1	PO2
		communication channels?				
		(OR)				
2.	a)	Explain the role of digital marketing in modern business	7 Marks	L2	CO1	PO1
		environments.				
	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	7 Marks	L2	CO2	PO2
	·	behavior and its implications for marketers.				
	b)	Explain the stages of the customer journey.	7 Marks	L2	CO2	PO2
		(OR)				
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	7 Marks	L3	CO2	PO2
		digital marketing environment.				
		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	7 Marks	L2	CO3	PO2
		marketing.				
		(OR)	1	_		
6.	a)	Explain SOSTAC planning framework applied to digital	7 Marks	L2	CO3	PO1
		marketing strategy?				
	b)	What are the steps involved in strategy development in digital	7 Marks	L2	CO3	PO1
		marketing strategy?				
		(UNIT-IV)				
7.	a)	How does the social feedback cycle work, and what are the key	7 Marks	L3	CO4	PO1
		stages involved?				
	b)	Explain about social and web engagement.	7 Marks	L2	CO4	PO4
	T	(OR)	1		T	1
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	7 Marks	L4	CO5	PO1
		influence traditional business operations.				
	b)	Explain how businesses can use social listening tools to	7 Marks	L2	CO5	PO2
		understand customer sentiment and preferences.				
	1	(OR)	1		T	T
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

IV B. Tech I Semester (SVEC-20) Regular Examinations, November 2024 DIGITAL AND SOCIAL MEDIA MARKETING (Common to CSE(IOT),CSD)

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Answer One Question from each Unit All questions carry equal marks

UNIT-I									
1			1434 1	1.0	CO1	DO1			
1.	a)	Explain the features of digital marketing.	14 Marks	L2	CO1	PO1			
		(OR)	734.1	T 4	001	DO 1			
2.	a)	Differentiate between traditional marketing and Digital	7 Marks	L4	CO1	PO1			
	1- \	Marketing.	7 M1	1.0	CO1	DO2			
	b)	Explain the benefits of digital Marketing.	7 Marks	L2	CO1	PO2			
	(UNIT-II)								
3.	a)	How will you classify the types of business model for	14 Marks	L3	CO2	PO2			
		E-commerce?							
	Ι.	(OR)	I	T					
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	7 Marks	L2	CO2	PO2			
		marketing supply chain.							
		(UNIT-III)							
5.	a)	Explain why an integrated digital marketing strategy is	7 Marks	L2	CO3	PO5			
		essential for modern businesses							
	b)	Discuss the role of segmentation, targeting, and positioning	7 Marks	L2	CO3	PO2			
		(STP) in structuring a digital marketing strategy.							
	(OR)								
6.	a)	How will you formulate and implement strategy in digital	14 Marks	L3	CO3	PO1			
		marketing?							
		(UNIT-IV)							
7.	a)	Explain how traditional CRM systems are being transformed by	7 Marks	L2	CO4	PO1			
		social media.							
	b)	Discuss the connection between operations and marketing in a	7 Marks	L2	CO4	PO4			
		business context.							
		(OR)	Т	ı		Т			
8.	a)	How a company can use the Social Web to increase customer	7 Marks	L3	CO4	PO1			
		engagement?							
	b)	Explain social business Ecosystem.	7 Marks	L2	CO4	PO2			
		(UNIT-V)							
9.	a)	Explain the impact of Social CRM on the overall customer	7 Marks	L2	CO5	PO1			
		experience and business outcomes.							
	b)	Describe the differences between engagement as a customer	7 Marks	L2	CO5	PO2			
		activity and engagement as a business activity.							
	_	(OR)							
10.	a)	Discuss the criteria you would use to select the most effective	7 Marks	L2	CO5	PO3			
		influencers for a marketing campaign.							
	b)	Describe the benefits of encouraging customer engagement as	7 Marks	L2	CO5	PO2			
		part of your social media strategy.							

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Time: 3 hours Max. Marks: 70

Answer One Question from each Unit All questions carry equal marks

UNIT-I								
a)		14 Marke	12	CO1	PO1			
α)		17 Marks	LL	CO1	101			
a)	Differentiate between traditional marketing and Digital	7 Marks	L4	CO1	PO1			
b)		7 Marks	L2	CO1	PO2			
a)	How will you classify the types of business model for E-commerce?	14 Marks	L3	CO2	PO2			
1	(OR)		1	•				
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)							
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)								
a)	How will you formulate and implement strategy in digital marketing?	14 Marks	L3	CO3	PO1			
	UNIT-IV							
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)							
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							
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			
	(OR)							
a)	Discuss the criteria you would use to select the most effective influencers for a marketing campaign.	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			
	a) a) a) b) a) b) a) b) a) b) b) a) a) b)	a) Differentiate between traditional marketing and Digital Marketing. b) Explain the benefits of digital Marketing. What are the key components of online market Analysis?	a) Explain the features of digital marketing. (OR) a) Differentiate between traditional marketing and Digital Marketing. b) Explain the benefits of digital Marketing. 7 Marks UNIT-II a) How will you classify the types of business model for E-commerce? (OR) a) What are the key components of online market Analysis? 5 Discuss the impact of supplier relationships on the digital marketing supply chain. UNIT-III a) Explain why an integrated digital marketing strategy is essential for modern businesses b) Discuss the role of segmentation, targeting, and positioning (STP) in structuring a digital marketing strategy. (OR) a) How will you formulate and implement strategy in digital marketing? UNIT-IV a) Explain how traditional CRM systems are being transformed by social media. b) Discuss the connection between operations and marketing in a business context. (OR) a) How a company can use the Social Web to increase customer engagement? b) Explain social business Ecosystem. 7 Marks UNIT-V a) Explain the impact of Social CRM on the overall customer experience and business outcomes. b) Describe the differences between engagement as a customer activity and engagement as a business activity. (OR) a) Discuss the criteria you would use to select the most effective influencers for a marketing campaign. b) Describe the benefits of encouraging customer engagement as 7 Marks	a) Explain the features of digital marketing. (OR) a) Differentiate between traditional marketing and Digital Marketing. b) Explain the benefits of digital Marketing. 7 Marks L2 (OR) a) How will you classify the types of business model for E-commerce? (OR) a) What are the key components of online market Analysis? 7 Marks L3 Discuss the impact of supplier relationships on the digital marketing supply chain. (OR) Explain why an integrated digital marketing strategy is essential for modern businesses Discuss the role of segmentation, targeting, and positioning (STP) in structuring a digital marketing strategy. (OR) A) How will you formulate and implement strategy in digital marketing? (OR) A) How will you formulate and implement strategy in digital marketing? (OR) A) Explain how traditional CRM systems are being transformed by social media. b) Discuss the connection between operations and marketing in a business context. (OR) A) How a company can use the Social Web to increase customer engagement? B) Explain the impact of Social CRM on the overall customer experience and business outcomes. Describe the differences between engagement as a customer activity and engagement as a business activity. (OR) A) Discuss the criteria you would use to select the most effective influencers for a marketing campaign. b) Describe the benefits of encouraging customer engagement as 7 Marks L2 For a marketing campaign. COR)	a) Explain the features of digital marketing. (OR) a) Differentiate between traditional marketing and Digital Marketing. b) Explain the benefits of digital Marketing. 7 Marks			