

Q.6

- Attempt any two:
- i. What are three key challenges and opportunities associated each with digital transformation? **5** 2 1 2
 - ii. How can businesses effectively manage their online reputation? **5** 3 10, 11 2
 - iii. What tools and techniques can be used to measure ROI? **5** 2 10 2

*Total No. of Questions: 6**Total No. of Printed Pages: 4***Enrollment No.....**

Knowledge is Power

Faculty of Management Studies**End Sem Examination Dec 2024****MS3EM03 Internet & Digital Marketing**

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

	Marks	BL	PO	CO	PSO
Q.1 i. What is the term used to describe the process of researching and understanding consumer behaviour online?	1	1	10	1	
(a) Digital analytics (b) Online market research (c) E-commerce (d) Social media listening					
ii. What is the primary difference between the internet and digital marketing?	1	1	1, 10	1	
(a) Internet is a global network, while digital marketing is a specific marketing technique. (b) Internet is a technology, while digital marketing is the application of that technology for marketing purposes. (c) Internet is for personal use, while digital marketing is for business use. (d) There is no significant difference between the two.					
iii. What is the role of content in branding?	1	1	12	2	
(a) To increase website traffic (b) To generate leads (c) To build brand awareness and reputation (d) To sell products or services					

	[2]	[3]
iv. Which marketing channel relies heavily on video content?	1 1 1, 2 2	(d) To reduce production costs
(a) Social media marketing (b) Email marketing (c) Print advertising (d) Radio advertising		
v. Which of the following is an on-page SEO?	1 1 1, 2 3	
(a) Building backlinks (b) Creating high-quality content (c) Social media marketing (d) Paid advertising		
vi. The role of customer insights in SEO is?	1 1 10, 11 3	
(a) To identify new products to sell (b) To improve website design (c) To understand user intent (d) To build backlinks		
vii. What are the ethical and legal issues associated with internet marketing?	1 1 1, 2 4	
(a) Data privacy and security (b) Spamming (c) Misleading advertising (d) All of these		
viii. Primary purpose of social media listening is?	1 1 1, 10 4	
(a) To monitor brand mentions and sentiment (b) To increase website traffic (c) To sell more products (d) To improve website design		
ix. What is the concept of digital transformation?	1 1 1, 11, 12 5	
(a) Adopting digital technologies to improve business processes (b) Increasing online sales (c) Creating a strong social media presence (d) Investing in AI and machine learning		
x. What is the purpose of reputation management?	1 1 1, 2, 10 5	
(a) To monitor and manage a company's online reputation (b) To increase website traffic (c) To improve customer service		
		Q.2 i. Give four key objectives of online marketing in detail. 2 2 2, 3 1
		ii. How can internet be used as a tool for market research? 3 3 10, 11 1
		iii. Describe the process of online buying behaviour. What are factors that influence it? 5 2 6 1
		OR iv. Explain the concept of internet and digital marketing and it's the impact of the internet on consumer needs and behaviour. 5 2 2, 10, 11 1
		Q.3 i. Explain the relationship between content and branding. 3 2 1, 2 1
		ii. What are the key benefits of video marketing? How can businesses create effective video content? 7 3 10, 11 1
		OR iii. What are the key steps involved in online campaign management? 7 2 2, 10 1
		Q.4 i. What are the key elements of on-page SEO? 3 2 1, 2 ii. How can code optimization impact website performance and SEO? What are some common code optimization techniques? 7 3 2, 3 2
		OR iii. What are the different types of SEO? How can businesses choose the right approach for their needs? 7 2 11 2
		Q.5 i. Explain the concept of consumer-generated content (CGC) and its impact on marketing. 4 2 6 2
		ii. Explain the concept of viral marketing. What are the key ingredients of a viral campaign? 6 2 2, 10 2
		OR iii. How can businesses use social media listening to gain valuable insights? 6 3 1, 3, 10 2

Marking Scheme				
MS3EM03 (T) Internet & Digital Marketing (T)				
Q.1	i) (b) Online market research ii) (b) Internet is a technology, while digital marketing is the application of that technology for marketing purposes. iii) (c) To build brand awareness and reputation iv) (a) Social media marketing v) (b) Creating high-quality content vi) (c) To understand user intent vii) (d) All of the above viii) (a) To monitor brand mentions and sentiment ix) (a) Adopting digital technologies to improve business processes x) (a) To monitor and manage a company's online reputation	1 1 1 1 1 1 1 1 1 1	Q.4 i. 3 elements 1 mark each ii. 3 impacts 1 mark each, 2 techniques 2 mark each OR iii. 4 types of SEO 1 mark each, right approach 3 marks Q.5 i. Concept 1 mark, 3 impacts 1 mark each ii. Concept 2 marks, 4 ingredients 1 mark each OR iii. As per the explanation Q.6 i. Challenges and opportunities 2.5 marks each ii. As per explanation iii. 5 Tools 1 mark each.	3 7 7 4 6 6 5 5 5
Q.2	i. 0.5 marks each objective ii. 3 points – 1 mark each iii. Process 2 marks, Process diagram 1 mark, 2 Factors 1 mark each OR iv. Concept explanation 2 marks, 3 impact points – 1 mark each	3 3 6 6	*****	
Q.3	i. As per explanation ii. 3 benefits 1 mark each, video creation 4 marks OR iii. Steps 6 marks, diagram 1 mark.	3 7 7		