

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS3SE08 Fundamentals of Digital Marketing

Programme: BBA

Branch/Specialisation: Management /
Business Analytics**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.

- Q.1 i. What is Digital Marketing? **1**
 (a) Traditional marketing methods applied to digital channels
 (b) Marketing products and services using digital technologies
 (c) Marketing exclusively through social media platforms
 (d) Advertising using physical billboards and banners
- ii. Which of the following is NOT a digital marketing channel? **1**
 (a) Search Engine Optimization (SEO)
 (b) Television commercials
 (c) Email Marketing
 (d) Social Media Marketing
- iii. Online marketing mix includes- **1**
 (a) E-product (b) E-Social
 (c) E-Commerce (d) None of these
- iv. Which social media platform is best suited for professional networking and B2B marketing? **1**
 (a) Instagram (b) Pinterest
 (c) Snapchat (d) LinkedIn
- v. Which platform is commonly used for short messaging in digital marketing? **1**
 (a) Instagram (b) Facebook
 (c) Twitter (d) LinkedIn

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- vi. Which digital marketing metric measures the percentage of visitors who leave a website without taking any action? **1**
 (a) Click-Through Rate (CTR)
 (b) Conversion Rate
 (c) Bounce Rate
 (d) Engagement Rate
- vii. Which of the following is an example of inbound marketing? **1**
 (a) Creating valuable content to attract customers
 (b) Placing banner ads on websites
 (c) Sending cold emails to prospects
 (d) Purchasing email lists for outreach campaigns
- viii. What is the primary purpose of campaign evaluation? **1**
 (a) To set campaign goals
 (b) To measure the success of the campaign
 (c) To design campaign materials
 (d) To identify the target audience
- ix. What does SEO stand for? **1**
 (a) Search Engine Outreach
 (b) Social Engagement Optimization
 (c) Search Engine Optimization
 (d) Social Email Outreach
- x. What is the process of optimizing a website to rank higher in search engine results pages (SERPs) called? **1**
 (a) Pay-Per-Click (PPC) (b) Content Marketing
 (c) SEO (d) Display Advertising
- Q.2 i. What is digital marketing? **2**
 ii. Discuss main types of digital marketing. **3**
 iii. Distinguish between traditional marketing and digital marketing. **5**
- OR iv. Describe E-marketing strengths and its applications. **5**
- Q.3 i. Define web analytics. **2**
 ii. What is E-CRM? Discuss the process of CRM in detail. **8**
- OR iii. What are the key elements of online marketing mix? Discuss with suitable examples. **8**

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- Q.4 i. Define video marketing. **3**
 ii. What are the various social media platforms? Explain in detail. **7**
- OR iii. Discuss the pros and cons of social media marketing. **7**
- Q.5 i. How would you define content management? **4**
 ii. Why online campaign management important for today's business? Write its significance. **6**
- OR iii. What is STP? Discuss the process of STP. **6**
- Q.6 Attempt any two:
 i. What are the types of email marketing? **5**
 ii. Why mobile marketing is a necessity of today's world? **5**
 iii. Discuss the concept of digital display advertising. **5**

Marking Scheme

MS3SE08 (T) Fundamentals of Digital Marketing

Q.1	i)	B	1
	ii)	B	1
	iii)	A	1
	iv)	D	1
	v)	C	1
	vi)	C	1
	vii)	A	1
	viii)	B	1
	ix)	C	1
	x)	C	1
Q.2	i.	Digital Marketing definition	2
	ii.	Discuss any three types of digital marketing. Each 1 mark	3
	iii.	Distinguish between traditional marketing and digital marketing. Any five	5
OR	iv.	Describe E-marketing strengths and its applications.	3+2
Q.3	i.	Define web analytics.	2
	ii.	What is E-CRM? Discuss the process of CRM in details.	3+5
OR	iii.	What are the key elements of online marketing mix, discuss with suitable examples?	5+3
Q.4	i.	Define Video marketing?	3
	ii.	What are the various social media platforms? Explain in details. (facebook, linkedIn, Youtube, Twitter etc) Definition any three -2 Marks	7
OR	iii.	Discuss the pros and cons of social media marketing. (One mark for each)	7
Q.5	i.	How would you define content management?	4
	ii.	Why online campaign management important for today's business? Write its significance.	3+3
OR	iii.	What is STP? Discuss the process of STP.	2+4
Q.6		Attempt any two:	

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|------|-------------------------------------------------------------|---|
| i. | What are the types of email marketing? Any five each 1 mark | 5 |
| ii. | Why mobile marketing is a necessary of today's world? | 5 |
| iii. | Discuss the concept of Digital display Advertising. | 5 |
