

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

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.

- Q.1 i. Which of the following is a type of digital marketing activity? **1**  
(a) Email marketing (b) Social web marketing  
(c) Viral marketing (d) All of these
- ii. How many main pillars of digital marketing? **1**  
(a) 2 (b) 4 (c) 3 (d) 5
- iii. What feature does LinkedIn offer for pay accounts? **1**  
(a) Ability to post pictures  
(b) Increased abilities to connect directly and send messages to people  
(c) Ability to post in groups and create a group  
(d) Ability to block users
- iv. Which of the following is the form of mobile marketing? **1**  
(a) Text (b) Voice call (c) Graphic (d) All of these
- v. Which on-page element carries the most weight for SEO? **1**  
(a) The meta keywords tag  
(b) The title tag  
(c) The headers (H1, H2, H3, etc)  
(d) All of these
- vi. Which of the following is an illegal way of SEO? **1**  
(a) Creating doorway pages  
(b) Link building  
(c) Writing meta tags  
(d) None of these

[2]

- vii. What would the marketing budget section of a marketing plan detail? **1**  
 (a) The cost to write the plan  
 (b) The marketing personnel job descriptions  
 (c) The expected costs for each ad campaign based on the delivery method  
 (d) None of these
- viii. Which of the following is functions of social media for business? **1**  
 (a) Are you participating in the conversation and sharing?  
 (b) Are you listening and monitoring what is being said about you?  
 (c) Both (a) and (b)  
 (d) None of these
- ix. Who is the father of digital marketing? **1**  
 (a) Philip Kotler (b) Bruce Clay India  
 (c) Justin Hall (d) None of these
- x. Which of the following is not a type of digital marketing activity? **1**  
 (a) Search marketing (b) Viral marketing  
 (c) Retail marketing (d) Social web marketing
- Q.2 i. What is digital marketing? **2**  
 ii. Write down difference between internet & digital marketing. **3**  
 iii. Explain internet as a tool for market research in detail. **5**  
 OR iv. Explain online marketing objectives in detail. **5**
- Q.3 i. What is mobile marketing? **2**  
 ii. Explain video marketing, and social-media marketing in detail. **3**  
 iii. Explain marketing analytic tools in detail. **5**  
 OR iv. Explain relationship between content and branding and its impact on sales in detail. **5**
- Q.4 i. What is the key concepts of SEO? **2**  
 ii. Explain types of SEO in detail. **3**  
 iii. What is the importance of inbound link in SEO? **5**  
 OR iv. Explain SEO process and keyword research in detail. **5**
- Q.5 i. What is social media listening? **2**  
 ii. Explain social networks and online communities in detail. **3**

[3]

- iii. What is blogging? Explain viral marketing in detail. **5**  
 OR iv. Explain ethical and legal issues of social media marketing in detail. **5**
- Q.6 Attempt any two:  
 i. Explain reputation management in detail. **5**  
 ii. Explain digital leadership principles in detail. **5**  
 iii. Explain effectiveness of digital strategies in detail. **5**

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# Scheme of Marking

## Internet & Digital Marketing (T) – MS3EM03 (T)

Q.1	i)	D. All of the above	1
	ii)	A. The 2 main pillars of digital marketing are online marketing and offline marketing.	1
	iii)	B. Increased abilities to connect directly and send messages to people	1
	iv)	D. All of the above	1
	v)	B. The title tag	1
	vi)	A. Creating doorway Pages	1
	vii)	C. The expected costs for each ad campaign based on the delivery method	1
	viii)	C. Both A and B	1
	ix)	A. Philip Kotler	1
	x)	C. Retail marketing.	1
Q.2	i.	What is Digital marketing?	2
	ii.	Difference between Internet & Digital marketing	3
	iii.	Explain Internet as a tool for market research in detail. 1 mark for each point (1 mark * 5)	5
OR	iv.	Explain Online marketing objectives in detail. 1 mark for each point (1 mark * 5)	5
Q.3	i.	Definition of mobile marketing	2
	ii.	Video marketing Social-media marketing	1.5 marks 1.5 marks
	iii.	Any five marketing analytic tools 1 mark for each tool (1 mark * 5)	5
OR	iv.	Relationship between content and branding content branding Its impact on sales	1 mark 1 mark 3 marks
Q.4	i.	Any two Key Concepts of SEO 1 mark for each key (1 mark * 2)	2
	ii.	Any three Types of SEO 1 mark for each types (1 mark * 3)	3

	iii.	Importance of inbound link 0.5 mark for each (0.5 mark *10)	5
OR	iv.	SEO Process Keyword Research	2.5 marks 2.5 marks
Q.5	i.	What is Social media listening?	2
	ii.	Social networks Online communities	1.5 marks 1.5 marks
	iii.	Blogging Viral marketing	2 marks 3 marks
OR	iv.	Ethical Issues of Social Media Marketing Legal Issues of Social Media Marketing	2.5 marks 2.5 marks
Q.6	i.	Reputation Management As per explanation	5
	ii.	Digital Leadership Principles As per explanation	5
	iii.	Effectiveness of Digital Strategies As per explanation	5

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