

Reg. No.

Question Paper Code

21336

M.B.A - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBM302 - SOCIAL AND DIGITAL MARKETING

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |   | <i>Marks,<br/>K-Level, CO</i> |
|---|-------------------------------|
| 1. Differentiate between traditional and digital marketing. | 2,K1,CO1                      |
| 2. Illustrate the term Pay-per-Marketing.                   | 2,K1,CO1                      |
| 3. List out the main purpose of using keyword in SEO.       | 2,K2,CO2                      |
| 4. List out the types of blogs.                             | 2,K2,CO2                      |
| 5. Why LinkedIn Marketing important?                        | 2,K1,CO3                      |
| 6. Enumerate the use of mobile advertising.                 | 2,K1,CO3                      |
| 7. List any three web analytics tools.                      | 2,K2,CO4                      |
| 8. Illustrate the term Content optimization.                | 2,K1,CO4                      |
| 9. Define Google analytics.                                 | 2,K2,CO5                      |
| 10. Define Pinterest.                                       | 2,K2,CO5                      |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Sketch and illustrate the steps involved in the digital marketing framework with relevant examples. 13,K4,CO1
- OR**
- b) Outline a digital marketing plan for e-commerce company. 13,K4,CO1
12. a) Describe the Do's and Dont's of Social Media. 13,K3,CO2
- OR**
- b) Explain the Email marketing tools, deliverability and automation for promoting a new product/service. 13,K3,CO2
13. a) Devise the plan to prepare to advertise on Facebook. 13,K3,CO3
- OR**
- b) Describe the LinkedIn marketing strategy for B2B marketing. 13,K3,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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14. a) Discuss the most common Web Analytics Mistakes and Pitfalls. *13,K2,CO4*  
**OR**  
b) Explain the steps to create a Content Marketing Strategy. *13,K2,CO4*
15. a) Discuss the recent Social Media Marketing Trends. *13,K4,CO5*  
**OR**  
b) Enumerate the tools for monitoring video campaigns with suitable examples. *13,K4,CO5*

**PART - C (1 × 15 = 15 Marks)**  
**(Compulsory)**

16. The case study "Influencers: Key Voice in Driving Brand Value of Beauty Products" illustrates how cosmetics companies, from multi-nationals to start-ups, are profiting from influencer marketing on YouTube, Facebook, and Instagram. These brands utilize exhaustive social media campaigns and influencer marketing deals to reach their target market and few have mastered it like four-year-old Mamaearth. *15,K6,CO6*

From your favourite YouTube vlogger to an established Instagram influencer, Mamaearth's brand integration is pervasive across social media platforms. The brand leaned heavily on its marketing campaigns to grow its scale and the jump in revenues is evident. Mamaearth used influencers to scale its income 6.5X to Rs 110 Cr. Influencer marketing has helped Mamaearth bring out new beauty products and make their brands more well-known. Mamaearth used influencer marketing to promote brand relevance, consumer engagement, brand ethos, and product penetration.

The case study concludes that influencer marketing will develop rapidly due to consumer trust in influencers, their larger reach, and the steady replacement of TV time with mobile screen time. Marketers liked micro- and nano-influencers because of their expertise and genuine interest in companies.

**Question:**

- (i) How marketers can create influencer marketing campaigns as per the promotional objectives.  
(ii) How the influencer marketing campaign's success can be measured.