Question Paper Code | 12285

MBA - DEGREE EXAMINATIONS, NOV / DEC 2023
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

		Marks, K-Level, CO
1.	Define digital marketing.	2,K1,CO1
2.	What are the different skills required in digital markers?	2,K1,CO1
3.	What is blog and how is it different from a website?	2,K1,CO2
4.	List the SEO techniques.	2,K1,CO2
5.	What are the objectives of Facebook marketing?	2,K1,CO3
6.	Explain the types of Ad campaign.	2,K1,CO3
7.	Recall crawlers.	2,K1,CO4
8.	List any four pitfalls of web analytics.	2,K1,CO4
9.	Compare social media and traditional media.	2,K1,CO5
10.	Define Metatags.	2,K1,CO5

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

11. a) Compare and contrast traditional marketing and digital marketing with suitable examples.   *13,K2,CO1*

OR

   b) (i) Why a business context necessary while designing any digital marketing strategy?   *07,K3,CO1*

   (ii) Explain in detail the Digital landscape.   *06,K2,CO1*

12. a) What is social media engagement and why is it important?   *13,K4,CO2*

OR

   b) What is e-mail marketing and how it can benefit business?   *13,K4,CO2*

13. a) Discuss the LinkedIn Leads Generation Strategies for B2B marketing.   *13,K4,CO3*

OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **12285**

b) What are the various tools offered by Google to bolster your mobile marketing strategy? *13,K4,CO3*

14. a) Categorize the important web analytics metrics current in the digital platform with an example. *13,K4,CO4*

OR

b) Examine the key stages to set up and successfully execute a content marketing plan. *13,K4,CO4*

15. a) Explain in detail the emerging trends in social media marketing. *13,K4,CO5*

OR

b) Social media monitoring is on the rise and is constantly evolving. According to you what could be the reasons fueling its rise? *13,K4,CO5*

PART - C (1 × 15 = 15 Marks)
(Case Study - Compulsory)

16. a) XYZ Clothing Company is a popular fashion brand that specializes in sustainable and eco-friendly clothing. They wanted to leverage social media marketing to increase brand awareness, engage with their target audience, and ultimately drive sales. They primarily used Facebook, Instagram and Pinterest for their social media marketing efforts-Discuss. *15,K3,CO5*

Questions:

1. Who was the target audience for XYZ Clothing Company's social media marketing efforts, and how did they identify this audience?

2. What type of content did XYZ Clothing Company post on their social media platforms, and how did it align with their eco-friendly brand image?

3. How did XYZ Clothing Company engage with their audience and build a community around their brand on social media?

4. Did XYZ Clothing Company collaborate with social media influencers, and if so, how did this impact their campaign?

5. What key performance indicators (KPIs) did XYZ Clothing Company use to measure the success of their social media marketing campaign, and what were the results?