

Reg. No.														
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code	14181
---------------------	-------

**MBA - DEGREE EXAMINATIONS, NOV / DEC 2025**  
 Third Semester  
**Master of Business Administration**  
**24MBM302 - SOCIAL AND DIGITAL MARKETING**  
 Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. List any two differences between Traditional and Digital Marketing.	2	K1	CO1
2. Name any two popular digital advertising platforms in India.	2	K1	CO1
3. Define Social Media Marketing.	2	K1	CO2
4. Outline any two Do's or Don'ts of Social Media Marketing.	2	K2	CO2
5. What is the role of Facebook in business promotion?	2	K1	CO3
6. Summarize the importance of LinkedIn for professional networking.	2	K2	CO3
7. Recall any two commonly used Web Analytics tools.	2	K1	CO4
8. Define the term Content Creation.	2	K1	CO4
9. What is meant by "emerging trends" in social media marketing?	2	K1	CO5
10. What is a Podcast?	2	K1	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Analyze the key differences between Traditional and Digital Marketing and explain how consumer engagement varies between them.	13	K4	CO1
<b>OR</b>			
b) Examine the skills required for a digital marketing professional and explain how each skill contributes to business success.	13	K4	CO1
12. a) Apply the concepts of social media engagement to create a marketing plan for a small business on Instagram and Facebook.	13	K3	CO2
<b>OR</b>			
b) Develop a step-by-step plan to optimize a cosmetic company website using SEO best practices.	13	K3	CO2
13. a) (i) Identify how Facebook can be used for business growth.	6	K3	CO3
(ii) Apply the steps involved in creating an effective Facebook Ad Campaign for a startup brand.	7	K3	CO3

**OR**

- b) (i) Identify key features of an effective Mobile Marketing Campaign. 6 K3 CO3  
(ii) Apply the Mobile Marketing Toolkit to design a mobile-first advertising strategy for a retail brand. 7 K3 CO3
14. a) Analyze the principles of Web Analytics to evaluate the performance of a company website. 13 K4 CO4
- OR**
- b) Examine the challenges faced while implementing an effective Content Marketing Strategy and suggest solutions. 13 K4 CO4
15. a) Analyze the concept of Big Data and IoT to develop a data-driven social media marketing strategy for a brand. 13 K4 CO5
- OR**
- b) Examine how Google Analytics supports decision-making in social media campaigns. 13 K4 CO5

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

16. **Case Study:** 15 K5 CO4  
Nykaa, a leading Indian e-commerce brand in the beauty and wellness sector, has been relying heavily on digital platforms to attract and retain customers. Over the last quarter, the brand noticed a decline in website traffic and customer engagement despite increasing its advertising budget. Upon analysis, it was found that the company's content marketing strategy had become repetitive, and user-generated engagement had dropped. The web analytics reports revealed a high bounce rate and low conversion rate. Additionally, several analytics tools showed inconsistencies in tracking metrics due to improper tagging and outdated tracking codes. To regain audience attention, Nykaa's marketing team is now considering:
- Revamping its content marketing strategy using data-driven insights,
  - Creating fresh and interactive content formats, and
  - Optimizing its website using advanced analytics tools and methods.
- As a digital marketing consultant, evaluate Nykaa's current web analytics and content marketing approach and recommend suitable strategies.