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BTECH
(SEM VIII) THEORY EXAMINATION 2021-22
DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3 Hours**Total Marks: 100****Notes:**

- Attempt all Sections and Assume any missing data.
- Appropriate marks are allotted to each question, answer accordingly.

SECTION-A	Attempt All of the following Questions in brief	Marks (10X2=20)	CO
Q1(a)	What do you mean by social media?		
Q1(b)	Explain optimization.		
Q1(c)	Define ROI.		
Q1(d)	What is blog?		
Q1(e)	Define a search engine.		
Q1(f)	Differentiate between the terms: effectiveness and efficiency.		
Q1(g)	What is an analytic tool?		
Q1(h)	Explain the term Marketing.		
Q1(i)	What do you mean by a digital channel?		
Q1(j)	Define value addition.		

SECTION-B	Attempt ANY THREE of the following Questions	Marks (3X10=30)	CO
Q2(a)	Discuss various factors that are responsible for evolution of digital marketing.		
Q2(b)	How to create a blog post including headlines, imagery, and links? Discuss.		
Q2(c)	What do you mean by sales? How is it effected by the content and branding? Discuss.		
Q2(d)	Write a note on the digital leadership principles in detail.		
Q2(e)	Discuss various security and privatization issues in digital marketing.		

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO
Q3(a)	Discuss the disadvantages of digital marketing.		
Q3(b)	Write a note on the marketing strategies for the digital world.		

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO
Q4(a)	How is the content planning and content writing done? Discuss with an example.		
Q4(b)	Write note on the following: (i) Face Book, (ii) Twitter, (iii) YouTube, (iii) Instagram.		

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO
Q5(a)	Write a note on: (i) mobile and video marketing, (ii) social-media marketing.		
Q5(b)	(i) What is marketing gamification? Explain. (ii) Describe the search engine optimization.		

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO
Q6(a)	What do you mean by online PR and reputation management? Discuss with example.		
Q6(b)	How is the cost effectiveness of digital strategies evaluated? Discuss.		

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO
Q7(a)	Write a detailed note on digital transformation framework.		
Q7(b)	Write about the trends in digital marketing in the Indian and global context.		