

C-5117

Sub. Code

30231

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Digital Marketing and E-Commerce

SOCIAL MEDIA MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is NOT an example of Social Media Platform.
(a) Facebook (b) Twitter
(c) Instagram (d) Google
2. In the context of social media marketing ‘Content curation’ means _____.
(a) Creating original content for social media
(b) Sharing valuable content from other sources
(c) Automating social media posts
(d) Scheduling posts in advance
3. The first hashtag used on Twitter and used by _____.
(a) #twitter by Jack Dorsey
(b) #firsttweet by Biz Stone
(c) #barcamp by Chris Messina
(d) #hello by Noah Glass
4. Twitter went public and started trading on the NYSE from _____.
(a) 2011 (b) 2012
(c) 2013 (d) 2014

5. Social networking site co-founded by Caterina Fake and Stewart Butterfield and later acquired by Yahoo! in 2005 is _____.
- (a) Tumblr (b) Flickr
(c) Instagram (d) Pinterest
6. _____ were the co-founders of SlideShare.
- (a) Rashmi Sinha, Jonathan Boutelle, and Amit Ranjan
(b) Mark Zuckerberg and Sheryl Sandberg
(c) Reid Hoffman and Jeff Weiner
(d) Jack Dorsey, Biz Stone, and Evan Williams
7. Which review platform started as a review site for local businesses in San Francisco in 2004 and has since expanded globally?
- (a) Trustpilot (b) Angie's List
(c) Yelp (d) Trip Advisor
8. _____ acquired 'StumbleUpon' in 2007, significantly expanding its reach and user base.
- (a) Google (b) AOL
(c) Yahoo! (d) eBay
9. The metric "social share of voice" measures _____.
- (a) The number of posts shared by a brand
(b) The engagement rate of a brand's posts
(c) The percentage of total industry mentions a brand receives compared to competitors
(d) The reach of paid social media ads
10. _____ is a commonly used tool or platform for real-time monitoring of social media mentions and conversations about a brand.
- (a) Google Analytics (b) Hootsuite
(c) Buffer (d) Sprout Social

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the primary benefits and challenges faced by small businesses when integrating social media into their marketing strategies?

Or

- (b) Analyze the role of contests and giveaways in audience building.

12. (a) Discuss the key technological advancements that have facilitated the growth of microblogging platforms over the years.

Or

- (b) Define microblogging. How does it differ from traditional blogging?

13. (a) What are the implications of Facebook's algorithms on content visibility and user engagement?

Or

- (b) Describe the key features and tools of LinkedIn that support business-to-business (B2B) marketing and sales.

14. (a) How do social news platforms influence the dissemination of information and public opinion?

Or

- (b) Provide a brief history of Digg.

15. (a) What are the benefits of conducting market research through social media platforms?

Or

- (b) Mention the key metrics to track for social media advertising campaigns.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Evaluate the impact of viral marketing campaigns on brand visibility and consumer engagement for big brands.

Or

- (b) Compare and contrast the content strategies of any two successful brands in different industries.

17. (a) Trace the history of Twitter from its founding to its current status as a major social media platform.

Or

- (b) Outline the evolution of data security protocols on microblogging platforms.

18. (a) Discuss the role of YouTube in education and e-learning.

Or

- (b) Describe the various monetization options available to photographers and content creators in flickr.

19. (a) Explain the Yelp's business model. Discuss its primary revenue streams.

Or

- (b) Discuss the impact of forum moderation on the quality of discussions. What are the common strategies used by moderators?

20. (a) Examine the role of brand voice and storytelling in social media marketing strategies.

Or

- (b) Provide a detailed analysis of the types of research used in social media marketing.

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30232

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Digital Marketing and E-Commerce

CONTENT MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is content marketing?
 - (a) A form of advertising that uses paid media channels
 - (b) A strategic approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience
 - (c) A method of direct selling to potential customers
 - (d) A form of marketing that relies solely on social media platforms
2. What is a key benefit of content marketing?
 - (a) It can be fully automated without human intervention
 - (b) It requires a significant budget for paid media
 - (c) It focuses only on short-term results
 - (d) It builds brand awareness and loyalty

3. Which type of content aims to provide valuable information and knowledge to the audience?
- (a) Content that entertains
 - (b) Content that distracts
 - (c) Content curation and aggregation
 - (d) Content that informs and educates
4. How does content that entertains benefit a brand?
- (a) By providing in-depth technical information
 - (b) By increasing brand awareness and engagement through enjoyable content
 - (c) By offering practical solutions to problems
 - (d) By collecting and sharing content from different sources
5. What is a digital content channel?
- (a) A method for delivering printed marketing materials
 - (b) A platform or medium used to distribute and share digital content
 - (c) A way to organize physical store displays
 - (d) A tool for managing employee schedules
6. Which of the following is an example of content used in advertising?
- (a) Press releases
 - (b) TV commercials, sponsored social media posts, and online banners
 - (c) Internal company memos
 - (d) Academic research papers

7. How can user-generated content benefit a brand?
 - (a) By increasing authenticity, building trust, and encouraging community participation
 - (b) By decreasing engagement
 - (c) By reducing brand visibility
 - (d) By creating negative impressions
8. Which of the following strategies can be used for effective content distribution?
 - (a) Posting content on a single platform
 - (b) Utilizing multiple channels such as social media, email, blogs, and partnerships to reach a wider audience
 - (c) Ignoring audience preferences
 - (d) Publishing content without any promotion
9. Why are content metrics and analytics important in content marketing?
 - (a) To guess content performance
 - (b) To measure the effectiveness of content strategies and make data-driven decisions
 - (c) To ignore audience behavior
 - (d) To randomly create content
10. What is the primary purpose of content marketing tools?
 - (a) To increase the workload
 - (b) To reduce content quality
 - (c) To streamline the content creation, distribution, and analysis processes
 - (d) To avoid measuring performance

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the content marketing.

Or

- (b) What is content marketing, and how does it differ from traditional marketing?

12. (a) How does content that entertains contribute to a brands marketing strategy, and what are some examples of this type of content?

Or

- (b) What is content curation and aggregation, and how can it add value to a brand's content marketing strategy?

13. (a) What are digital content channels, and why are they important in modern marketing strategies?

Or

- (b) Why is it important to integrate content across various digital channels, and what are the benefits of a cohesive content strategy?

14. (a) Explain the importance of content distribution and dissemination in content marketing.

Or

- (b) What is user-generated content (UGC) and how can it benefit a brands marketing strategy?

15. (a) How can brands measure the success of their content marketing efforts and what metrics are most important to track?

Or

- (b) How do these strategies enhance content reach and engagement?

Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss in detail the content marketing basics.

Or

- (b) Explain the content marketing important.

17. (a) How can a balanced content strategy that includes entertaining, informative, utility-focused, and curated content improve a brand's overall marketing efforts?

Or

- (b) Describe the role of content that provides utility. What are some practical examples and why is this type of content beneficial for the audience?

18. (a) Summarize the overview digital content channel.

Or

- (b) How does content contribute to SLO (Search Engine Optimization) and what are some best practices for creating SEO-friendly content?

19. (a) How can content marketing be effectively used for live events, and what types of content are most impactful before, during, and after the event?

Or

- (b) Discuss the role of content in reputation management and the types of content that can positively influence a brand's reputation.

20. (a) Why is it important to listen and respond to audience feedback after content publication, and how can brands effectively manage this process?

Or

- (b) What are the benefits of remaking, remodelling and repurposing content and what are some effective methods for doing so?
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C-5119

Sub. Code

30233

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Digital Marketing and E-Commerce

INTEGRATED DM AND WEB ANALYTICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is NOT a key component of an integrated digital marketing strategy.
(a) SEO (b) SEM
(c) TV commercials (d) Email marketing
2. The main purpose of setting Key Performance Indicators (KPIs) in digital marketing is
(a) To determine the budget for marketing campaigns
(b) To measure the effectiveness and success of marketing strategies
(c) To recruit new employees
(d) To design the website layout

3. The primary function of web analytics is _____.
- (a) To create content for the website
 - (b) To track and analyze website traffic and user behavior
 - (c) To manage social media accounts
 - (d) To design website layouts
4. The conversion tracking helps a business to measure
- (a) The number of visitors to a website
 - (b) The amount of content on a website
 - (c) The color scheme of a website
 - (d) The effectiveness of a marketing campaign in driving desired actions
5. _____ metric is crucial for measuring social media performance.
- (a) Social media engagement
 - (b) Bounce rate
 - (c) Click-through rate (CTR)
 - (d) Cost per acquisition (CPA)
6. _____ strategy can improve email marketing effectiveness.
- (a) Using analytics to segment email lists and tailor content
 - (b) Sending the same email to all subscribers
 - (c) Ignoring email segmentation
 - (d) Avoiding the use of personalized content

7. _____ tool is commonly used for creating heatmaps.
- (a) Google Analytics (b) Hotjar
(c) Microsoft Excel (d) Adobe Acrobat
8. Multivariate testing is used for _____
- (a) Testing single elements on a webpage
(b) Measuring social media engagement
(c) Analyzing email open rates
(d) Testing multiple variables simultaneously to see which combination works best
9. _____ technique is commonly used in CRO to test different versions of a webpage.
- (a) Email segmentation
(b) A/B testing
(c) Social media marketing
(d) SEO
10. The primary goal of e-commerce strategies in digital marketing is _____
- (a) To drive online sales and revenue
(b) To increase social media followers
(c) To reduce website load time
(d) To create more blog content

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Explain briefly about the importance of Integrated Digital Marketing.

Or

- (b) Discuss in short about SEM.

12. (a) Elucidate the implementation of web analytics in short.

Or

- (b) Explain about interpreting of web analytics data briefly.

13. (a) Explain in short about Social Media Integration.

Or

- (b) Discuss about the Email analytics and segmentation strategies briefly.

14. (a) Explain briefly about Multivariate Testing.

Or

- (b) Explain in short about Touch points in the customer journey.

15. (a) Explain briefly about E-Commerce Analytics.

Or

- (b) Briefly explain about Conversion Rate Optimization (CRO).

Section C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b)

16. (a) Explain about the Digital Marketing Channels in detail.

Or

- (b) Explain about developing an integrated digital marketing strategy in detail.

17. (a) Elucidate the basics of web analytics tools and platform in detail.

Or

- (b) Describe the customizing tracking for specific business goals in detail.

18. (a) Explain in detail about aligning content marketing with SEO Strategies.

Or

- (b) Explain about coordinating email campaigns with other channels in detail.

19. (a) Illustrate in detail about Heatmaps and A/B Testing.

Or

- (b) Explain in detail about understanding and implementing attribution models.

20. (a) Explain in detail about tracking and analyzing of e-commerce metrics.

Or

- (b) Explain in detail about CRO Best Practices.
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C-5120

Sub. Code

30234

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Digital Marketing and E-Commerce

BUSINESS LAW AND ETHICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. An agreement enforceable by law is
 - (a) agreement
 - (b) contract
 - (c) offer
 - (d) promise
2. In a contract of indemnity the right of the indemnifier is similar to that of the:
 - (a) debtor
 - (b) creditor
 - (c) surety
 - (d) agent
3. The sale of goods act is of:
 - (a) 1903
 - (b) 1923
 - (c) 1930
 - (d) 1932
4. Which one of the following element is not necessary for a contract?
 - (a) Competent parties
 - (b) Reasonable terms and conditions
 - (c) Free consent
 - (d) Lawful concentration

5. Which of the following is not a negotiable instrument?
- (a) Bill of exchange and cheque
 - (b) Postal Order and Currency note
 - (c) Promissory note and cheque
 - (d) Promissory note and Bill of Exchange
6. Ethics is:
- (a) Morals + reasoning
 - (b) Morals + Values
 - (c) Values + Beliefs
 - (d) Values + Philosophy
7. The moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace is called
- (a) Office place ethics
 - (b) Factory place ethics
 - (c) Behavioural ethics
 - (d) Work place ethics
8. If you believe in making decisions for the good of most people, you can be described as following which school of thought?
- (a) Utilitarianism (b) Teleology
 - (c) Deontology (d) Egoism
9. Which statement is/are true?
- (a) Ethics is not synonymous to religious morality or moral theology
 - (b) Ethics is the principle that guide the human behaviour
 - (c) The terms 'ethics' and 'morality' are not synonymous terms
 - (d) All of the above

10. Codes of conduct and codes of ethics:
- (a) Are formal statements that describe what an organization expects of its employees?
 - (b) Become necessary only after a company has been in legal trouble
 - (c) Are designed for top executives and managers, not regular employees
 - (d) Rarely become an effective component of the ethics and compliance program

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the Elements of Contract.
Or
(b) Discuss about Contract of Indemnity and Guarantee.
12. (a) Discuss about Law of Trademarks.
Or
(b) Explain about Negotiable Instrument Act 1881.
13. (a) Explain the Benefits of values.
Or
(b) Discuss about Might-equals-right approach of Karl Marx.
14. (a) Explain power politics in Organizations.
Or
(b) Describe the process of Ethical Decision Making.
15. (a) Write a note on the relevance of Ethics in Marketing.
Or
(b) Discuss about Ethics in Insider Trading Norms.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Summarize the implied conditions in a contract of sale.

Or

- (b) Explain the various modes of discharging contract.

17. (a) Explain (i) Law of Patents (ii) Law of Designs.

Or

- (b) Discuss the problems and Legal remedies in Medical Services.

18. (a) Critically examine the characteristics and needs of business ethics.

Or

- (b) Describe various theories of ethics.

19. (a) Compare Codes of Ethics, Codes of Conduct and Codes of Practice.

Or

- (b) What are the ethical issues that arise for managers and difficulties involved in Decision making?

20. (a) Discuss about Business Laws for global Businesses.

Or

- (b) Discuss different ways in which unethical practices are going on in Financial Market.

C-5121

Sub. Code

30241

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Digital Marketing and E-Commerce

**PROJECT MANAGEMENT FOR DIGITAL MARKETING
FIRMS**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ is a key characteristic of project management.
 - (a) Ongoing tasks
 - (b) Permanent teams
 - (c) Temporary and unique efforts
 - (d) Routine operations
2. The primary role of a project manager is _____.
 - (a) To manage daily operations
 - (b) To lead the project team to achieve project objectives
 - (c) To develop long-term business strategies
 - (d) To manage customer relations

3. The main business model of Google AdSense is _____.
- (a) Selling physical products online
 - (b) Providing pay-per-click advertising for website owners
 - (c) Offering subscription-based services
 - (d) Creating social media content
4. _____ is a key factor should be considered when choosing the right mix of ads for Google AdSense.
- (a) The advertiser's budget
 - (b) The location of the business
 - (c) The color of the ads
 - (d) The demography of the website users
5. The purpose of a project kick-off meeting is _____
- (a) To celebrate the completion of the project
 - (b) To initiate the project and communicate its goals to the team
 - (c) To assign tasks to the marketing team
 - (d) To review the project's final deliverables
6. The document which formally authorizes the start of a project is _____.
- (a) Vision document
 - (b) Statement of work
 - (c) Project charter
 - (d) Project scope

7. The main goal during the project execution phase is _____.
- (a) Completing the project work as defined in the project management plan
 - (b) Planning the project schedule
 - (c) Finalizing the project scope
 - (d) Conducting the project closure meeting
8. _____ is essential for building a high-performance project team.
- (a) Assigning tasks randomly
 - (b) Focusing only on individual goals
 - (c) Fostering collaboration and communication
 - (d) Avoiding feedback sessions
9. Integrating change control involves _____.
- (a) Ignoring changes in the project scope
 - (b) Managing changes to the project scope, schedule and costs
 - (c) Avoiding stakeholder communication
 - (d) Extending project deadlines
10. _____ is a critical task in the project closure phase.
- (a) Planning the project budget
 - (b) Verifying the project deliverables and closing procurements
 - (c) Initiating the project
 - (d) Developing the project charter

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

11. (a) Explain in short about the fundamentals of Project Management.

Or

- (b) Write a short note on the brief history of project management.

12. (a) Elucidate the understanding of Google AdSense Business Model in short.

Or

- (b) Discuss the Search Engine Optimisation in short.

13. (a) Explain in short about Initiation and Planning.

Or

- (b) Discuss about Project Planning Process in short.

14. (a) “Project Team is developed, not acquired” – Justify briefly.

Or

- (b) Elucidate about Stakeholder Management briefly.

15. (a) Explain in short about Project Monitoring.

Or

- (b) Discuss briefly about Closing the Procurements.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Outline the process of Project Management in detail.

Or

- (b) Illustrate in detail about the Project Management as a Critical Career Skill.

17. (a) Discuss about Google as affiliate partner and business catalyst in detail.

Or

- (b) Explain the Priority Advertisement in detail.

18. (a) Elucidate in detail about Project Charter Creation.

Or

- (b) Explain about Work Breakdown Structure in detail.

19. (a) Discuss about the process of execution of project work in detail.

Or

- (b) Explain in detail about Information Distribution.

20. (a) Explain in detail about Integrating Change Control and Administering Procurements.

Or

- (b) Discuss about managing a project across geographical borders in detail.
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C-5122

Sub. Code

30242

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Digital Marketing and E-Commerce

**DIGITAL BRANDING — LINKEDIN AND TWITTER
MARKETING**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ is a key element of building a robust company page on LinkedIn.
 - (a) Posting personal stories
 - (b) Updating daily status
 - (c) Providing comprehensive company information and engaging content
 - (d) Sharing memes
2. _____ is a benefit of using LinkedIn's paid ads and sponsored updates.
 - (a) Free promotion of products
 - (b) Targeted reach to a professional audience
 - (c) Increased personal followers
 - (d) Enhancing personal profile visibility

3. _____ type of content is considered in-demand on LinkedIn.
- (a) Personal stories
 - (b) Industry insights
 - (c) Memes
 - (d) Vacation photos
4. The purpose of LinkedIn Showcase Pages is _____
- (a) To display personal achievements
 - (b) To highlight specific products, services, or initiatives
 - (c) To share daily status updates
 - (d) To connect with family members
5. The building blocks of Twitter are _____
- (a) Posts and comments
 - (b) Tweets and retweets
 - (c) Stories and snaps
 - (d) Pins and boards
6. Twitter is different in India compared to other countries by _____
- (a) Having more character limit
 - (b) Using more for customer service
 - (c) Having specific local trends and usage patterns
 - (d) Being not popular in India

7. _____ are some types of Twitter ad campaigns.
- (a) Promoted tweets, accounts and trends
 - (b) Only text ads
 - (c) Banner ads
 - (d) Video-only ads
8. _____ is a key aspect of targeting audience options on Twitter.
- (a) Targeting based on TV show preferences
 - (b) Targeting based on personal hobbies
 - (c) Targeting based on phone contacts
 - (d) Targeting based on interests, demographics and behaviors
9. _____ is a useful Twitter tool for marketers.
- (a) TweetDeck
 - (b) Instagram
 - (c) Pinterest
 - (d) WhatsApp
10. _____ tool is beneficial for live streaming on Twitter.
- (a) Periscope
 - (b) YouTube
 - (c) Facebook Live
 - (d) Zoom

Section B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

11. (a) Explain in short about the importance of LinkedIn Presence.

Or

- (b) Explain about Sales Leads Generation using LinkedIn briefly.

12. (a) Elucidate the In-demand content in Industry Insights Module in short.

Or

- (b) Compare and Contrast between LinkedIn Targeting and Facebook Targeting in short.

13. (a) Explain in short about Building a Content Strategy in Twitter.

Or

- (b) Discuss about Twitter Calendar in short.

14. (a) Illustrate briefly about Campaign Types Module.

Or

- (b) Elucidate about Twitter Ads Pricing briefly.

15. (a) Explain in short about Twitter Tools for Marketers.

Or

- (b) Discuss briefly about Monitoring Tools of Twitter.

Section C

(5 × 8 = 40)

Answer **all** the questions choosing either (a) or (b).

16. (a) Outline the procedure for building a robust company page on LinkedIn Module in detail.

Or

- (b) Illustrate in detail about the use of advanced searching in LinkedIn.

17. (a) Describe the Engagement by Updating Products and Services Module in detail.

Or

- (b) Explain the LinkedIn Analytics in detail.

18. (a) Elucidate in detail about Twitter Building Blocks Module.

Or

- (b) Explain about the Customer Service of Twitter in detail.

19. (a) Discuss about Targeting Audience Options Module in detail.

Or

- (b) Explain in detail about Twitter Metrics.

20. (a) Explain in detail about Live Streaming Tool.

Or

(b) Outline the different Management Tools of Twitter in detail.

C-5123

Sub. Code

30243

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Digital Marketing and E-Commerce

MOBILE MARKETING AND E-COMMERCE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a key component of a value proposition?
 - (a) Price
 - (b) Customer reviews
 - (c) Unique benefits
 - (d) Brand logo

2. What is the main advantage of multi-channel marketing?
 - (a) Lower advertising costs
 - (b) Improved product quality
 - (c) Higher website traffic
 - (d) Consistent brand message across channels

3. What does 'benchmarking marketing activity' involve?
- (a) Comparing marketing strategies against competitors
 - (b) Reducing marketing budgets
 - (c) Increasing product prices
 - (d) Ignoring market trends
4. Which of the following best describes the impact of smartphones on society?
- (a) Decreased connectivity
 - (b) Increased access to information
 - (c) Reduced productivity
 - (d) Limited communication
5. Which of the following is a key aspect of business culture in the digital age?
- (a) Resistance to change
 - (b) Embracing innovation and technology
 - (c) Maintaining traditional practices
 - (d) Ignoring customer feedback
6. What does transparency' in retail mean?
- (a) Hiding product information
 - (b) Providing clear and honest information to customers
 - (c) Increasing product prices
 - (d) Reducing customer service

7. Which of the following is a common technology challenge in mobile marketing?
- (a) High-speed internet access
 - (b) Device fragmentation
 - (c) Consistent user behaviour
 - (d) Uniform screen sizes
8. What is audience segmentation?
- (a) Dividing a market into distinct groups of buyers
 - (b) Combining all customers into one group
 - (c) Ignoring customer preferences
 - (d) Reducing marketing efforts
9. What is the purpose of data analytics in digital marketing?
- (a) To track and measure marketing performance
 - (b) To reduce marketing efforts
 - (c) To ignore customer behaviour
 - (d) To increase marketing costs
10. Which tool is commonly used for tracking digital marketing performance?
- (a) Google Analytics
 - (b) Microsoft Word
 - (c) Adobe Photoshop
 - (d) Excel

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concept of 'local intent' in mobile marketing and its importance

Or

- (b) Describe the stages of the user journey and their significance in marketing.

12. (a) Explain the concept of 'Integrated devices' and provide examples.

Or

- (b) Discuss the impact of smartphone adoption on global communication.

13. (a) What are the key components of marketing automation, and why are they important?

Or

- (b) Describe the challenges and opportunities of integrating marketing automation.

14. (a) What are some common technology challenges faced in mobile marketing?

Or

- (b) Explain why mobile optimization is crucial for modern businesses.

15. (a) Explain the different E-commerce models and their significance.

Or

- (b) Explain the strategies for effective online marketing.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the concept of 'technology for the sake of technology' and its implications for businesses.

Or

- (b) Discuss the future trends in mobile and multi-channel marketing and their potential impact on businesses.

17. (a) Explain how technology changes have influenced marketing practices over the past forty years.

Or

- (b) Discuss the importance of benchmarking marketing activity in developing competitive strategies.

18. (a) Explain the concept of 'mobile as a change enabler' and provide examples of its impact on retail.

Or

- (b) Illustrate the benefits and challenges of integrating mobile technology into retail strategies.

19. (a) Evaluate the benefits and drawbacks of frictionless technology in enhancing user experience.

Or

- (b) Discuss the challenges and solutions associated with device fragmentation in mobile marketing.

20. (a) Evaluate the effectiveness of various online marketing strategies.

Or

- (b) Describe the impact of different E-commerce models on business operations.
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C-5124

Sub. Code

30244

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

(DM & E-C)

DIGITAL STRATEGY PLANNING AND EXECUTION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is one way businesses can stay competitive in the digital age.
 - (a) Ignoring customer feedback
 - (b) Continuously innovating and adapting to new technologies.
 - (c) Relying solely on traditional marketing methods.
 - (d) Maintaining status quo without change.
2. _____ is NOT a benefit of integrating digital strategy into a business strategy.
 - (a) Improved customer engagement
 - (b) Increased operational efficiency
 - (c) Isolation from industry trends
 - (d) Enhanced data-driven decision-making
3. _____ is one threat in digital channels
 - (a) Increasing website traffic
 - (b) Cybersecurity risks
 - (c) Improved user interface
 - (d) Enhanced online support

4. SWOT stand for in the context of digital strategy.
- (a) Strengths, Weaknesses, Opportunities, Threats
 - (b) Systems, Web, Operations, Technology
 - (c) Strategies, Weaknesses, Objectives, Techniques
 - (d) Software, Web, Opportunities, Threats
5. _____ is a primary goal of email marketing.
- (a) Improving website design
 - (b) Engaging with customers directly in their inbox
 - (c) Increasing offline sales
 - (d) Enhancing search engine ranking
6. _____ channel involves paid advertising on search engines.
- (a) SEO
 - (b) SEM
 - (c) Social Media
 - (d) Email Marketing
7. _____ is an example of a digital KPI.
- (a) Office location
 - (b) Website traffic
 - (c) Employee satisfaction
 - (d) Product inventory
8. _____ is A/B testing in digital marketing.
- (a) Comparing two versions of a web page or app to see which performs better
 - (b) Creating a single version of a website
 - (c) Ignoring user preferences
 - (d) Reducing website traffic

9. ——— should be considered first when budgeting for a digital advertising campaign.
- (a) Office layout
 - (b) Advertising goals and objectives
 - (c) Number of company vehicles
 - (d) Office cleaning schedule
10. ——— is an effective approach to crisis management in digital marketing.
- (a) Ignoring negative feedback
 - (b) Proactively addressing issues and maintaining open communication
 - (c) Reducing digital presence
 - (d) Limiting response to stakeholders

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Define digital landscape analysis.
- Or
- (b) Explain the purpose of strategic planning.
12. (a) Define target audience segmentation.
- Or
- (b) Identify and explain potential weakness in digital channels.
13. (a) Define the content strategy.
- Or
- (b) Describe the importance of content curation.
14. (a) Illustrate the data-driven decision-making.
- Or
- (b) Name and explain the popular web analytics tool.

15. (a) Discuss the common risk in digital marketing initiatives.

Or

- (b) Discuss the effective approach to crisis management in digital marketing.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Describe the importance of market research in digital age.

Or

- (b) Elaborate the benefits of integrating digital strategy into business strategy.

17. (a) Analyze the role of digital touch points in shaping the customer experience.

Or

- (b) Explore the relationship between customer journey mapping and target audience segmentation.

18. (a) Difference between multichannel and Omni-channel strategies.

Or

- (b) Illustrate the significance of social media engagement for businesses.

19. (a) Describe the purpose of a Key Performance Indicator (KPI).

Or

- (b) Name and explain the metric that assess the effectiveness of an email marketing campaign.

20. (a) Discuss how Agile project management benefits digital strategy.

Or

- (b) Elaborate the crucial step in identifying risks in digital initiatives.