



Paper ID : 250135

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Subject Code: KOE094

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**BTECH**  
**(SEM VIII) THEORY EXAMINATION 2024-25**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

**TIME: 3 HRS****M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q No.	Question	CO	Level
a.	Define digital marketing.	1	K1
b.	Name one trend driving the shift from traditional marketing to digital marketing.	1	K1
c.	Describe the role of Facebook in digital marketing.	2	K1
d.	Explain Instagram's role in digital marketing.	2	K1
e.	Define Search Engine Marketing (SEM).	3	K1
f.	Explain role of SEO in digital marketing.	3	K2
g.	Explain online P.R.	4	K2
h.	What is the role of ROI in digital marketing?	4	K1
i.	Describe co-creation in digital marketing.	5	K1
j.	What is digital transformation?	5	K1

**SECTION B****2. Attempt any three of the following:****10 x 3 = 30**

Q No.	Question	CO	Level
a.	How have digital trends shifted traditional marketing practices, and what are the implications for businesses?	1	K1
b.	Explain the contribution of blogging in digital marketing strategy? Describe the key elements of a successful blog post.	2	K2
c.	Discuss the relationship between content creation and branding in digital marketing. How does it influence sales?	3	K3
d.	Discuss the key principles of digital leadership, and how do they support digital transformation in an organization?	4	K6
e.	Explain the digital transformation framework, and how does it apply to digital marketing practices?	5	K2

**SECTION C****3. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Explain the journey of a modern digital consumer. How does this journey influence marketing strategies?	1	K3
b.	Elaborate the latest digital marketing practices that are transforming the marketing landscape?	1	K6



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**TIME: 3 HRS****M.MARKS: 100****4. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Discuss the advertising features of Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, and Pinterest.	2	K4
b.	Elaborate the role of content planning and writing in social media marketing, and how can it impact audience engagement?	2	K6

**5. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Illustrate the key differences between search engine marketing, mobile marketing, and video marketing in acquiring users?	3	K2
b.	How can marketing analytics tools be used to target and segment audiences for online campaigns?	3	K1

**6. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	How can digital marketing strategies be evaluated for ROI? Discuss the factors that affect the cost-effectiveness of these strategies.	4	K1
b.	Explain how digital marketing can add value to a business. Provide examples of digital transformation contributing to business success.	4	K3

**7. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Discuss the security and privacy challenges in digital marketing. How can businesses address these issues?	5	K6
b.	Elaborate in detail the current digital marketing trends in India and globally, and how do online communities and co-creation play a role in these trends?	5	K6