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Library
Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – M.Sc.(MSJ)-2024
Course Name – Digital Marketing and Brand Management
Course Code - MSJ30110
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) What is the primary purpose of digital marketing?

a) To print brochures b) To promote products using digital platforms
c) To organize trade fairs d) To distribute physical flyers

(ii) Which of the following is NOT a digital marketing channel?

a) Social Media b) Email
c) Billboard advertising d) Search Engines

(iii) What does SEO stand for in digital marketing?

a) Search Engine Optimization b) Social Engagement Option
c) Sales Enhancement Opportunity d) Site Email Optimization

(iv) Why is real-time analytics important in digital marketing?

a) Tracks customer behavior as it happens b) Ensures newspaper ads are printed on time
c) Replaces all customer feedback d) Reduces email usage

(v) Which of the following best applies consumer behavior analysis in the digital age?

a) Guessing preferences b) Reading offline surveys
c) Studying digital footprints d) Asking vendors

(vi) Apply segmentation strategy to email marketing. Choose the correct action.

a) Send same email to all b) Use random address lists
c) Tailor emails to specific groups d) Avoid newsletters

(vii) Which action applies affiliate marketing correctly?

a) Promote products through partners b) Only advertise your own content
c) Avoid commissions d) Use offline pamphlets

(viii) Which is an example of applying influencer marketing?

a) Buying likes b) Partnering with a relevant content creator
c) Blocking comments d) Ignoring audience fit

(ix) How do you apply user-generated content in a brand's digital campaign?

a) Feature customer reviews and testimonials b) Ban feedback

c) Avoid contests
d) Use stock photos

(x) Which of the following demonstrates use of mobile-friendly content?

a) Use large desktop menus
b) Optimize layout for smaller screens
c) Disable scrolls
d) Ignore tap targets

(xi) Which approach would best help in analyzing consumer engagement on a brand's Instagram page?

a) Counting the number of posts made per week
b) Using analytics tools to track likes, comments, and shares
c) Comparing design aesthetics only
d) Posting memes to increase frequency

(xii) Which action would best evaluate the success of a social media branding campaign?

a) Noting the number of internal meetings held
b) Tracking brand mentions, engagement, and sentiment
c) Measuring employee satisfaction
d) Reducing posting frequency

(xiii) Which is the most analytical approach to identify gaps in a digital content strategy?

a) Guessing what might work
b) Reviewing competitors' content and user feedback
c) Posting more ads
d) Disabling comment sections

(xiv) How would you evaluate the ROI of a digital marketing campaign?

a) Count followers
b) Assess revenue vs cost of campaign
c) Track likes only
d) Look at number of posts

(xv) What strategy can be used to evaluate customer feedback from digital surveys?

a) Skip analysis
b) Categorize and identify recurring insights
c) Delete comments
d) Share only positive responses

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define Digital Marketing. (3)
3. What are the key differences between Traditional Marketing and Digital Marketing? (3)
4. Use an example to show how a brand can engage prosumers in its digital marketing strategy. (3)
5. Distinguish between personalization and mass marketing in the context of digital consumer experiences. (3)
6. Construct an editorial calendar for a beauty blog targeting Gen Z audiences. (3)

OR

Design a strategy for measuring and optimizing the effectiveness of a brand's YouTube content. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define brand awareness and explain why it is important. (5)
8. Define digital marketing and describe its key characteristics. (5)
9. Analyze the stages of the digital consumer journey with examples. (5)
10. Create a data-driven approach to identify customer preferences in a digital marketing campaign. (5)
11. Analyze the role of SEO in driving organic traffic. (5)
12. Analyze the effectiveness of content marketing compared to paid marketing. (5)

OR

Create an editorial calendar for a monthly content strategy. (5)

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