18043

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA(HM)-2024
Course Name – Digital and Social Media Marketing
Course Code - MHM30203B
(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) Name the stage in the AIDA model where a user develops a strong interest in a product.
a) Action b) Desire
c) Awareness d) Interest

(ii) Contrast Inbound and Outbound Marketing in terms of audience approach from the followings:-
a) Inbound pushes ads to all users b) Outbound builds long-term engagement
c) Inbound is interruptive d) Outbound uses a push strategy to reach users

(iii) What is a nano influencer?
a) Celebrity with millions of followers b) TV anchor
c) User with 1K–10K followers d) Media company

(iv) Classify Instagram under the appropriate marketing category.
a) Text-based b) Audio-based
c) Visual-based d) Offline marketing

(v) Contrast paid and organic content strategies from the following options:
a) Both are free b) Organic is unpaid, Paid uses ads
c) Paid gives no result d) Organic is more expensive

(vi) Justify the use of UGC in social media marketing.
a) Decreases trust b) Increases costs
c) Builds community trust and authenticity d) Violates laws

(vii) Relate hashtags to content discoverability by stating their primary function.
a) Track payments b) Boost visual quality
c) Increase reach via topic tagging d) Create videos

(viii) Plan a strategy to improve community interaction.
a) Disable comments b) Avoid replies
c) Use polls & Q&A stories d) Post rarely

(ix) Compare engagement rate and reach to determine the metric that measures interaction quality.

a) Engagement rate b) Reach
c) Bounce rate d) Click volume

(x) What term describes personalized shopping via direct messages?

a) SMS marketing b) Email automation
c) Chat-Based Transactions d) Push notifications

(xi) Relate user-generated content (UGC) to healthcare marketing by describing its primary function.

a) Adds clutter b) Creates confusion
c) Builds trust via real experiences d) Avoids interaction

(xii) List a key benefit of visual storytelling.

a) Low retention b) Passive viewership
c) High product understanding d) Message distortion

(xiii) Which platform is commonly used for mobile advertising?

a) Facebook Ads Manager b) WhatsApp
c) LinkedIn d) Pinterest

(xiv) Compare nano and celebrity influencers in terms of trust.

a) Nano influencers are less trustworthy b) Celebrity influencers have niche trust
c) Nano influencers are trusted within local communities d) Both have equal impact

(xv) Classify blogs based on their primary marketing goal.

a) SEO and inbound leads b) High ad spend
c) Quick virality d) Event management

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Contrast traditional and digital marketing in terms of reach. (3)
3. Contrast Facebook and LinkedIn in terms of marketing purpose. (3)
4. Apply the concept of user-generated content to determine its role in building trust for a hospital's online brand. (3)
5. Define influencer marketing in the context of healthcare. (3)
6. Examine the role of UGC (User-Generated Content) in increasing social media conversions. (3)

OR

Classify the four types of content used in content marketing. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Compare the value of customer testimonials vs. product demo videos in building trust for a hospital's services. (5)
8. Classify the different components of a social publishing strategy and explain how each contributes to improving a brand's online presence in the healthcare sector. (5)
9. Conclude whether publishing content at optimal times has a measurable influence on content engagement and visibility. (5)
10. What is the function of in-app checkout on platforms like Instagram and Facebook, and why has it become a preferred feature in healthcare service sales? (5)
11. Analyze the challenges faced in digital marketing and suggest practical solutions to overcome them with examples. (5)
12. Examine the role of mobile-first marketing strategies in improving healthcare accessibility for senior citizens and rural populations. (5)

OR

Analyze the ethical responsibilities brands must follow when conducting social media campaigns in healthcare, and list possible consequences of non-compliance. (5)

****