





BRAINWARE UNIVERSITY

Term End Examination 2023 Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021 Course Name – Digital and Social Media Marketing Course Code - MM402 (Semester IV)

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

- Choose the correct alternative from the following :
- (i) Choose from the following that ------ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.
 - a) Pay Per Click (PPC)

- b) Digital Asset Optimization (DAO)
- c) Social Media Marketing (SMM)
- d) Search Engine Optimization (SEO)
- (ii) Seth is opening a coffee shop and is looking to attract new customers. Take a look at the list of benefits Seth sees in using search engines. Conclude from the given statement which is not true:
 - a) Customers can locate Seth's products and services when they search for them online
 - c) Search engines can help Seth to target customers who are already looking for his business
- b) Search engines can help to get the word out locally about Seth's new business
- d) Customers will see advertisements for Seth's business whenever they use a search engine
- (iii) Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time. Recall the type of marketing:
 - a) Digital marketing

b) Interactive marketing

c) Direct marketing

- d) Electronic marketing
- (iv) Seth's website has been up and running for a while, but he isn't sure how effective it's been at drawing in new customers. Recommend from the following that how can Google Search Console help Seth with this:
 - a) It can help show whether he's using proper keywords in his content
- b) It can recommend better page titles for Seth to use
- c) It can recommend content that will drive more traffic to his site
- both a and b

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C	customer support) Image and product information, customer support, transactions, information	transactions d) None of these
a	 Transactions, image and product information, information collection, 	b) Information collection, image and product information, customer support,
(xiii)	Identify the following that for an existing organ development are:	nization, typical stages of e-commerce
(a) Product development c) Diversification	b) Market penetration d) Market development
(xii)	Using a digital channel to offer new product va example of:	riants or extended products is an
	a) A beverages brand c) A car manufacturer	b) An online grocery retailer d) A portal
(xi)	c) A search engine Choose which one of the following will be the	d) Anns
	a) Banner ads	b) Pop-up ads
(x)	a) AOL c) Google This operates algorithmically or using a mixtur collect, index, store and retrieve information of information and other types of files). It makes manageable and meaningful way in response to	on the web (e.g. web pages, images,
	c) Mass distribution Conclude from the following that search engir searched keywords:	b) Wide coverage d) Interest group setting nes offers a list of the top 50 most
(viii)	Select among the following the 4 elements the traditional mass marketing are: scope of audie, and response tracking: a) Location-based targeting	at distinguish mobile marketing from ence, type and format of messages,
	A lengthy description of the organization C) Links to other websites	 b) Logos depicting awards the site's designers have received d) None of these
(vii)	a) Marketer c) System Generalize from the following that a website's	b) User d) Web platform s front - or home page should include:
(vi)	a) Internet marketing c) Email marketing Web 2.0 used more participatory technologie communities), rather than just information or of this social web:	b) Search marketing d) Mobile marketing s, (e.g. social channels and online transactional channels. Identify the focus
(v)	Identify the form of marketing communicatio of advertising-delivering marketing messages through) and encourage product trial, purcha conversion)	to increase website traffic (i.e. click- se, and repeat purchase activity (i.e.

improve where he ranks in search engine resu for to get to his website, and he's created con- stop there though. He's been talking to some	Its. He's researched what people search tent to match it. Eric's SEO work doesn't friends and they've all offered him advice	
 a) contract an agency offering top organic search positions 	b) don't change your keywords as it cor search engines	nfuses
 c) stay up to date with search engines changes 	d) both a and b	
	us of the BBC website is in which category:	
a) Social network	b) Brand-building	
c) Relationship-building	d) Media or publisher	
Gro	oup-B	
(Short Answer	Type Questions)	3 x 5=15
2. Define the concept of Mobile marketing policy.		(3)
	eting.	(3)
4. Explain the Twitter marketing analytics.		(3)
5. Analyze how CTR help in improving the quality score.		(3)
	l marketing. OR	(3)
Summarize various strategic flows of online ma	rketing activities.	(3)
Gr	oup-C	
(Long Answer	Type Questions)	5 x 6=30
		(5)
		(5)
		(5)
marketing.		(5)
		(5)
As a marketing manager, what all things/facto commercial website? Summarize.	rs will you consider while designing a	(5)
	OR	
Construct the types of web presences.		(5)
*******	******	
	improve where he ranks in search engine result for to get to his website, and he's created constop there though. He's been talking to some about how he should keep up with SEO over to a) contract an agency offering top organic search positions c) stay up to date with search engines changes changes c) Choose from the following that the main focus a) Social network c) Relationship-building Green Green C. Define the concept of Mobile marketing policy. Discuss how can you categorize the digital marked. Explain the Twitter marketing analytics. Analyze how CTR help in improving the quality is an explained and the concept of marketing mix in digital summarize various strategic flows of online materials. Green C. Describe in detail the types of Twitter hashtaged. Analyze the concept of Search Engine Optimiz of Analyze the concept of Search Engine Optimiz of Explain the best practices of email marketing marketing. 1. Recommend that how can a digital marketer some marketing marketing manager, what all things/factor commercial website? Summarize.	search positions c) stay up to date with search engines changes xv) Choose from the following that the main focus of the BBC website is in which category: a) Social network b) Brand-building c) Relationship-building d) Media or publisher Group-B (Short Answer Type Questions) Define the concept of Mobile marketing policy. Discuss how can you categorize the digital marketing. Explain the Twitter marketing analytics. Analyze how CTR help in improving the quality score. Appraise the concept of marketing mix in digital marketing. OR Summarize various strategic flows of online marketing activities. Group-C (Long Answer Type Questions) Describe in detail the types of Twitter hashtags. Describe about the concept of mobile technology and reach along with the diagram. Analyze the concept of Search Engine Optimization. Explain the best practices of email marketing that should be followed for effective email marketing. Recommend that how can a digital marketer segment the market for B2B market. As a marketing manager, what all things/factors will you consider while designing a commercial website? Summarize. OR