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Library
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2023
Course Name – Digital Marketing
Course Code - BMJ60207
(Semester VI)

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) Which option best explains digital marketing?
 - a) Offline promotion only
 - b) Use of digital channels to reach customers
 - c) Print media advertising
 - d) Personal selling only
- (ii) How does digital marketing differ from traditional advertising in communication flow?
 - a) One-way only
 - b) No communication
 - c) Two-way interaction
 - d) Verbal communication
- (iii) Which feature illustrates precision targeting in digital marketing?
 - a) Mass newspaper ads
 - b) TV commercials
 - c) Interest-based ads
 - d) Outdoor hoardings
- (iv) What does ROI explain in digital marketing?
 - a) Brand image
 - b) Cost efficiency of campaigns
 - c) Audience size
 - d) Media reach
- (v) Which example best illustrates engagement?
 - a) Printing flyers
 - b) Likes and comments
 - c) Billboards
 - d) Cold calls
- (vi) How does digital marketing improve measurability?
 - a) Guess-based results
 - b) Exact tracking of actions
 - c) Limited metrics
 - d) No analytics
- (vii) Which content type is most suitable for SEO?
 - a) Podcasts
 - b) Blogs/articles
 - c) Radio jingles
 - d) TV ads
- (viii) Why is SEO considered cost-effective?
 - a) No users
 - b) No maintenance
 - c) Long-term traffic
 - d) Paid clicks

- (ix) Solve for video discoverability by choosing the most critical search-engine-like action for YouTube.
 - a) Writing long bios
 - b) Search Engine Optimization (SEO)
 - c) Deleting old videos
 - d) Using only text
- (x) Illustrate a successful "Case Study Template" for a new organic tea brand by selecting the correct media.
 - a) Instagram and WordPress blog posts
 - b) Radio ads and billboards only
 - c) Door-to-door sales
 - d) Direct mail flyers
- (xi) Solve for a "Platform Selection" problem for a lifestyle brand aiming for high visual engagement.
 - a) LinkedIn
 - b) Instagram
 - c) X (Twitter)
 - d) Plain text emails
- (xii) Use "Data Analysis" in a report to show which of the following trends?
 - a) The office electricity bill
 - b) Growth in followers and traffic
 - c) The employee attendance
 - d) The history of marketing
- (xiii) Illustrate the "Conclusion" section by addressing a campaign that failed its goal.
 - a) By hiding the data
 - b) By recommending a change in strategy
 - c) By deleting the report
 - d) By blaming the audience
- (xiv) Use "Search Engine Advertising" as a platform selection to solve for immediate traffic needs.
 - a) This is a valid strategy
 - b) This is for PR only
 - c) This is for blogging only
 - d) This is for X threads
- (xv) Apply the Case Study Structure to ensure a "logical flow"; what is the first section?
 - a) Results
 - b) Background
 - c) Recommendations
 - d) Budget

Group-B

(Short Answer Type Questions)

$$3 \times 5 = 15$$

2. Apply the use of keywords in YouTube titles and descriptions to enhance video discoverability. (3)
3. Apply hashtag strategy on X to increase content visibility. (3)
4. Interpret the core definition of digital marketing beyond the simple use of the internet. (3)
5. Analyse how the principles of effective web content contribute to higher user engagement on a website. (3)
6. Evaluate the effectiveness of Facebook Carousel Ads compared to Image Ads for achieving conversion objectives. (3)

OR

Evaluate the role of Instagram Reels in increasing organic reach compared to static posts. (3)

Group-C

(Long Answer Type Questions)

 $5 \times 6 = 30$

7. Explain the meaning of key digital marketing terms such as engagement, conversion, and ROI. (5)
8. Analyse how communication flow differs between traditional and digital marketing and its impact on consumer engagement. (5)
9. Explain the different types of web content used in digital marketing. (5)
10. Analyse the role of On-Page SEO elements in improving website performance. (5)
11. Apply a cross-platform strategy using YouTube, X, and WordPress for digital content promotion. (5)
12. Create an Instagram content plan to improve engagement for a lifestyle brand. (5)

OR

Design a cross-platform campaign using Facebook and Instagram for a product launch.

(5)

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