



23701547

QP CODE: 23701547

Reg No :

Name :

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Management Science

ELECTIVE - MB810304 - DIGITAL AND SOCIAL MEDIA MARKETING

2019 Admission Onwards

A26C7107

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Define EC and e-business.
2. Give an example for content marketing.
3. What are Web (information) portals?
4. What do you mean by content planning in social media marketing campaign?
5. What is PPC (pay per click) ?
6. What is a pop-up advertisement?
7. What do you mean by SEO impact? Give an example.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Online marketing is advantageous than offline marketing. Justify this statement with examples.
9. Explain the contents of a website for a new business school.
10. Explain online branding
11. Elucidate the importance and reasons for modern businesses to get involved with Social media
12. Explain what is understood as "Social Networking".





13. Critically appraise any search engine platform known to you. Give suggestions to improve the platform.
14. Elaborate the application of SEO in digital marketing

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Plan a webpage with details of content for a company of your choice, with a proper brand name and tagline for the site.
16. Critically analyse the email marketing practices in our country with suitable illustrations.

Compulsory Question

17. Mr. Arun started a pet health care centre with door to door services like doctor on demand, vaccination, diet care etc. As a social media marketing consultant, prepare a plan for social media strategy including content strategy for the start-up firm.

(2×10 = 20 Marks)

