

Model Question Paper

Third Semester MBA Degree Examination

Digital Marketing

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain advantages of Digital marketing over traditional marketing.	3	L2	CO1
	b.	Make use of the POEM framework in digital marketing and suggest how it helps in strategy formulation.	7	L3	CO1
	c.	Consider a startup planning to enter the Indian digital advertising market. Identify key challenges and opportunities.	10	L3	CO1
Q2	a.	Describe the key components required in designing a website for a startup?	3	L2	CO2
	b.	A mid-sized e-commerce business, "Trendy-Tech Gadgets," was struggling with low organic traffic and poor sales despite having a well-designed website. A mid-sized e-commerce business, "Trendy-Tech Gadgets," was struggling with low organic traffic and poor sales despite having a well-designed website. Evaluate the significance of SEO in digital marketing and compare On-Page and Off-Page SEO techniques.	7	L3	CO1
	c.	Develop a digital marketing plan for an e-commerce business focusing on content marketing, social media engagement, and influencer partnerships.	10	L3	CO1
Q3	a.	Summarize Google Ads and explain its role in digital marketing.	3	L2	CO2
	b.	Compare the effectiveness of PPC campaigns versus organic SEO in terms of visibility and conversions.	7	L2	CO2
	c.	Develop a checklist for pre-campaign and post-campaign analysis of a Google Ads campaign.	10	L3	CO2
Q4	a.	Explain the essential metrics used in Web Analytics?	3	L2	CO3
	b.	Illustrate the role of A/B testing in improving digital marketing campaigns.	7	L2	CO3
	c.	A fashion e-commerce brand, "Style-Wave," struggled with customer engagement and brand loyalty despite active marketing campaigns. Analyze the impact of user-generated content on audience engagement in digital marketing.	10	L4	CO3
Q5	a.	Explain the role of social media marketing in brand awareness.	3	L2	CO4
	b.	Identify the key factors in running a successful Facebook and Instagram advertising campaign.	7	L3	CO4
	c.	Green-Bites Organic, a healthy snack brand, faced an online attack after a viral post claimed its products contained harmful preservatives. Despite the claim being false, social media backlash led to a 30% decline in sales. Analyze how can businesses recover from an online brand attack? Provide a strategic approach.	10	L4	CO4
Q6	a.	Illustrate the major types of display advertising and their targeting methods?	3	L2	CO4

	b.	Explain the importance of Online Reputation Management (ORM) and its impact on businesses.	7	L2	CO4
	c.	Fit-Tech Wearables, a smart fitness tracker brand, wanted to improve ad efficiency and boost conversions while reducing customer acquisition costs. Evaluate the role of programmatic digital advertising in enhancing digital marketing effectiveness.	10	L3	CO4
Q7	a.	Explain the concept of Mobile Marketing and its key advantages.	3	L2	CO1
	b.	Apply Augmented Reality (AR) and QR Codes in mobile marketing strategies.	7	L3	CO3
	c.	Fit-Life, a mobile fitness app, noticed high app downloads but low user retention. The company leveraged mobile analytics to understand the drop-off points and improve engagement. Analyze the importance of Mobile Analytics in tracking digital marketing performance.	10	L4	CO3
Q8		CASE STUDY (Compulsory) XYZ Ltd. is planning to scale its digital presence by launching an e-commerce platform and increasing its visibility through digital marketing strategies. The company is evaluating whether to focus more on SEO and organic content marketing or to heavily invest in advertising and paid media. The management is also considering using influencer partnerships and social media marketing to drive engagement.			
		Question:			
	a.	Analyze the advantages and disadvantages of both SEO and advertisement in The context of XYZ Ltd.	06	L4	CO3
	b.	Propose a digital marketing strategy that balances both approaches effectively.	06	04	CO3
	c.	Recommend how XYZ Ltd. can leverage social media and influencer marketing for brand growth.	07	04	CO3
