



PAPER ID-410030

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Subject Code: ROE081

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BTECH

**(SEM VIII) THEORY EXAMINATION 2023-24
DIGITAL AND SOCIAL MEDIA MARKETING**

TIME: 3 HRS

M.MARKS: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 7 = 14

a.	Define traditional Marketing.
b.	Explain two strategies for Marketing.
c.	Define social media and its use in marketing.
d.	Define blogging.
e.	Explain Video Marketing.
f.	Enlist the advantages of Search Engine Marketing.
g.	Explain the term PR.

SECTION B

2. Attempt any three of the following:

7 x 3 = 21

a.	Discuss in detail about the comparison of Digital & Traditional Marketing.
b.	Discuss in detail about the Blogging sites and create an account over a blogging site along with posting a blog procedure.
c.	Discuss different aspects associated with SEM (Search Engine Marketing).
d.	Describe in brief about the leadership qualities required for Business.
e.	Describe the use of marketing analytic tool to segment.

SECTION C

3. Attempt any one part of the following:

7 x 1 = 7

a.	Discuss in detail about the strategies required for Digital Business.
b.	Discuss in detail about a Digital Customer journey.

4. Attempt any one part of the following:

7 x 1 = 7

a.	Discuss in detail about creating a YouTube channel and post a video.
b.	Enumerate the account creation on Facebook and give difference between Facebook and Twitter, as per marketing.

5. Attempt any one part of the following:

7 x 1 = 7

a.	Discuss about Marketing Gamification.
b.	Discuss in detail about SEO (Search Engine Optimization).

6. Attempt any one part of the following:

7 x 1 = 7

a.	Discuss the ways of building Reputation Management.
b.	Enumerate the values added to business with digital marketing.

7. Attempt any one part of the following:

7 x 1 = 7

a.	Discuss about Marketing in global context.
b.	Explain the trends and innovations required for Digital Marketing.