BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BBA   SEMESTER:III
BRANCH: MANAGEMENT   SESSION: MO/2023

SUBJECT: MT217 INTRODUCTION TO DIGITAL MARKETING

TIME:3Hours   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. **Before attempting the question paper, be sure that you have got the correct question paper.**
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	What is Digital Marketing? Outline its scope in current business context.	[5]	1	1
Q.1(b)	Distinguish between digital marketing & traditional marketing.	[5]	1	3
Q.2(a)	Discuss the different types of content preferred by Digital marketers.	[5]	3	3
Q.2(b)	As a digital marketer which is involved in selling Televisions through Amazon design the content plan highlighting the product description.	[5]	5	6
Q.3(a)	Explain any five social media platforms which can be used for social media marketing.	[5]	3	3
Q.3(b)	Explain the salient features of social media profile.	[5]	2	3
Q.4(a)	Discuss Search Engine Optimization and outline the various parameters of Quality score.	[5]	4	3
Q.4(b)	What is Search Engine Marketing? Explain the different ways of SEM and discuss the importance of Keywords targeting in SEM.	[5]	4	4
Q.5(a)	How social media analytics helps in increasing digital marketing business? Discuss.	[5]	5	5
Q.5(b)	Differentiate between Affiliate Marketing and E-mail Marketing with the help of suitable examples.	[5]	4	3

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