

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

**CLASS: MBA**  
**BRANCH: MANAGEMENT**

**SEMESTER : III**  
**SESSION : MO/2024**

**SUBJECT: MT563R1 DIGITAL MARKETING**

**TIME: 3 HOURS**

**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.

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Q.1(a)	Define social media. Discuss the key functions of social media for business.	[5]	1 2
Q.1(b)	How is digital marketing different from traditional marketing? Explain	[5]	1 4
Q.2	A popular fashion brand is planning to have its presence on various digital platforms. You are required to prepare the digital marketing strategy for the company (Please explain the stages of digital marketing funnel)	[10]	2 6
Q.3	How will you use social media and influencers in your marketing campaign for the fashion brand as stated in Q.2 above? Please explain with examples	[10]	3 5
Q.4(a)	What is social media analytics? Discuss its importance in digital marketing	[5]	4 2
Q.4(b)	Discuss the concept and importance of social CRM in digital marketing	[5]	4 2
Q.5(a)	Detail the concept of affiliate marketing. How is affiliate marketing helpful for companies?	[5]	5 3
Q.5(b)	How do companies use Online Reputation Management to improve their public perception? Explain.	[5]	5 3

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