

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

**CLASS: MBA
BRANCH: Management**

**SEMESTER : III
SESSION : MO/2025**

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.
-

		CO	BL
Q.1	A retail company has been relying heavily on traditional marketing channels. With increasing competition from online brands, the company now wants to transition to digital marketing. Discuss how the characteristics of the Internet and digital marketing tools can help the company improve customer reach, engagement, and personalization. Provide suitable examples.	[10] 1	5
Q.2	A new online clothing store is getting website visitors through social media ads but very few are making purchases. Using all stages of the digital marketing funnel, propose a plan to increase conversions. Provide specific tactics and tools for each stage.	[10] 2	6
Q.3	A skincare brand wants to launch a new organic face serum and is considering influencer marketing. Develop a strategy for selecting the right influencers (mega, macro, micro, nano) based on brand goals. Explain how authenticity, audience demographics, content style, and engagement rate should guide influencer selection.	[10] 3	6
Q.4(a)	What is social media analytics? Discuss the key capabilities of social media analytics.	[5] 4	3
Q.4(b)	Discuss unstructured data analysis techniques with examples.	[5] 4	3
Q.5(a)	What is Online Reputation Management (ORM)? How does it help a business protect its digital presence?	[5] 5	4
Q.5(b)	How does affiliate marketing help businesses expand their customer base cost-effectively?	[5] 5	4

:::::21/11/2025:::::E