

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : IV
SESSION : SP/2025**

SUBJECT: MN212 INTRODUCTION TO 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)	What do you understand by Digital Marketing? Explain the digital marketing ecosystem.	[5]	1 2
Q.1(b)	“The right application of POEM framework in digital marketing would lead to success for the business in present business context”. Comment with suitable examples.	[5]	1 5
Q.2(a)	What do you understand by digital marketing content? Outline the different types of digital marketing content.	[5]	2
Q.2(b)	For a product of your choice which is to be sold by your company on Flipkart create a product description.	[5]	
Q.3(a)	Name any five social media platforms and explain any three of them.	[5]	2
Q.3(b)	“The increasing use of Social Media has compelled business to have their social media pages for targeting their customers”. Comment with suitable examples.	[5]	5
Q.4(a)	Discuss on-page optimization and off-page optimization. Outline the importance of backlinking.	[5]	2
Q.4(b)	Distinguish between SEO and SEM.	[5]	4
Q.5(a)	Explain affiliate marketing, email marketing and native marketing.	[5]	2
Q.5(b)	What do you understand by digital marketing analytics? Outline its importance in present context.	[5]	2

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