

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA
BRANCH: MANAGEMENT**

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

SUBJECT: MN212 INTRODUCTION TO DIGITAL MARKETING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	What do you understand by Digital Marketing? Outline the reasons behind its growing importance.	[2] 2	1
Q.1(b)	Discuss the POEM framework in context of Digital Marketing.	[3] 1	2
Q.2(a)	Distinguish between digital marketing and traditional marketing.	[2] 1	4
Q.2(b)	“A proper knowledge of the components of Digital Marketing Ecosystem is helpful in better marketing planning”. Comment highlighting its components.	[3] 1	4
Q.3(a)	“Right Content has a valuable importance in success of Digital Marketing”. Comment.	[2] 2	3
Q.3(b)	Explain the different Content types in context of Digital Marketing.	[3] 2	2
Q.4(a)	What do you understand by Social Media Content? Cite two examples.	[2] 2	2
Q.4(b)	As Content Manager for a product of your choice design a product description which your company would be putting on Amazon & Flipkart.	[3] 3	6
Q.5(a)	What is Social Media Marketing? Outline any two important Social Media platforms.	[2] 2	1
Q.5(b)	“Facebook is the most preferred Social Media Platform for marketers”. Comment with suitable reasons and examples.	[3] 3	4

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