

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

CLASS: BBA
BRANCH: BBA

SEMESTER : VI
SESSION : SP/2025

SUBJECT: MT329 DIGITAL MARKETING ANALYTICS

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 is a Digital Marketing Measurement Framework? Briefly explain its components.	[5]	1 3
Q.1(b)	Describe the concept of social media listening and its importance.	[5]	3 2
Q.2(a)	Explain the difference between reach and impression. Give examples.	[5]	2 2
Q.2(b)	Compare the engagement metrics of Face book and Instagram.	[5]	3 3
Q.3(a)	Define and differentiate between Share of Voice and Share of Audience.	[5]	3 2
Q.3(b)	What is Brand and Consumer Alignment, and why is it important for digital marketing success?	[5]	1 3
Q.4(a)	What factors should be considered while creating a budget for a social media campaign?	[5]	1 3
Q.4(b)	Differentiate between Paid Search and Organic Search with examples?	[5]	2 2
Q.5(a)	Define and explain the importance of Bounce Rate and Pages per Visit in web analytics.	[5]	2 3
Q.5(b)	What are the main traffic sources in Google Analytics? Give examples.	[5]	1 3

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