

QP CODE: 25805057



Reg No :

Name :



MBA DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

ELECTIVE - 24MB03FE14 - DIGITAL & SOCIAL MEDIA MARKETING

2024 Admission Onwards

49A0260C

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. Mention one measurable objective of Digital Marketing.
2. Who is a digital consumer?
3. What is a website hosting service?
4. State the importance of evaluating campaign performance.
5. List two good practices in social media marketing.
6. Define Search Engine Marketing (SEM).
7. What is the purpose of SEO in digital marketing?

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. Evaluate how Digital Marketing benefits small businesses.
9. Explain how social media can be used to promote websites effectively.
10. Differentiate between personal, business, and event profiles.
11. Discuss the role of likes, shares, and comments in increasing engagement.
12. Evaluate the effectiveness of various online advertisement formats.
13. Analyze the limitations of Mobile Marketing and suggest improvements.
14. How does Google Analytics help in SEO evaluation?

(5×6 = 30 Marks)





Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Discuss the ethical and legal issues associated with Digital Marketing practices. How can organizations ensure responsible online advertising and data usage?
16. As a digital marketing manager for a new clothing brand, outline good practices in social media marketing that can help the brand build an online community and maintain a consistent brand identity.

Compulsory Question

17. A boutique gym brand, "FitFlex," noticed declining engagement on its social media platforms despite regular posting. The marketing team decides to re-evaluate their strategy. As a consultant, identify possible reasons for low engagement and recommend steps for improving their social media marketing campaign, focusing on content type, platform choice, and tracking methods.

(2×10 = 20 Marks)

