

QP CODE: 25804917



Reg No :

Name :

MBA DEGREE SUPPLEMENTARY EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

ELECTIVE - MB810304 - DIGITAL AND SOCIAL MEDIA MARKETING

2019 Admission Onwards

2988166B

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What is affiliate marketing? Give an example.
2. List out any two advantages of digital marketing.
3. Define content management system.
4. List out any two web elements of a social media marketing campaign for flu vaccination.
5. What is the relevance of key word in Digital marketing?
6. Define Mobile Commerce (m –commerce).
7. What do you mean by SEO impact? Give an example.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain how EC can reduce cycle time, improve employees' empowerment, and facilitate customer service.
9. How companies can use Blogs as an effective digital marketing tool? Support your answer with a suitable example.
10. Outline the process of registering a website address.
11. Explain the various types of social media accounts?
12. Analyse the social media marketing and promotion activities of any firm known to you in the real estate business.





13. Describe the relationship marketing strategies in Digital marketing.
14. Outline the relevance of SEO keywords in the evaluation of alternatives available to a consumer. Illustrate your answer with examples.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. "It is the time of apps, not of websites". Justify this statement based on your understanding.
16. Analyse how different types of websites (ecommerce, lead generation, search engine etc.) can be evaluated based on the three general objectives of traffic, conversations and revenue.

Compulsory Question

17. Apply the concept of customization and personalisation in digital marketing.

(2×10 = 20 Marks)

