



QP CODE: 26801879



26801879

Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE14 - DIGITAL & SOCIAL MEDIA MARKETING

2024 ADMISSION ONLY

397323B8

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. List any two types of Digital Marketing.
2. State any two goals of Digital Marketing.
3. Why is clarity important in website content?
4. Mention any two actions users can perform on social media.
5. What are URL shorteners used for?
6. Name any two online pricing models used in SEM.
7. Define Search Engine Optimisation (SEO).

(5×2 = 10 Marks)

Part B

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

8. How can marketers engage a digital consumer effectively?
9. Explain different types of web presence options with examples.
10. Explain the key elements of a social media marketing campaign.
11. Explain how campaign performance can be evaluated using metrics.
12. Explain the importance and scope of SEM in digital marketing.
13. Explain the advantages and disadvantages of E-mail Marketing.
14. Explain the ethical issues related to online advertising.

(5×6 = 30 Marks)





Part C

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

Question number 17 is compulsory .

15. Explain the scope of Digital Marketing. How has it evolved as a key component of business strategy in the modern era? Illustrate with examples from different industries.
16. Discuss the major types of online advertisements—Floating, Pop-up, Video, Image, Banner, and Text.
Suggest which formats are best suited for:
(a) Brand awareness campaigns, and
(b) Direct response campaigns.

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)

