**Roll No……..…..** **Total No. of Printed Pages: [02]**
**Total No. of Questions: [10]**

**Business Administration (BBA-MBA Integrated) (Semester – 7th)**
**DIGITAL AND SOCIAL MEDIA MARKETING**
**Subject Code: BMBAS1-709**
**Paper ID: [20390153]**

**Time: 03 Hours** **Maximum Marks: 60**

**Instruction for candidates:**

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

**Section – A** **(2 marks each)**

Q1. Attempt the following:
a) Write short note on Target Group Analysis
b) Write short note on Digital Marketing Plan?
c) Discuss the Role of CRM platform in digital marketing
d) Give Advantages of digital medium over other media
e) Write advantages of Social Media Marketing
f) What do you mean by Google Analytics?
g) What is Content Marketing?
h) What are types of social media websites?
i) Write short note on SWOT Analysis
j) Write short note on Email marketing

**Section – B** **(8 marks each)**

**UNIT-I**

Q2. Define Digital Marketing? Explain Impact of internet on consumer buying behavior?
Q3. Describe in detail Ethical and Legal Issues in the field of digital marketing?

**UNIT-II**

Q4. What do you mean by E-commerce? How does SEO work in digital marketing explain in detail?
Q5. Differentiate between On-page and off-page Search Engine Optimisation in digital marketing? Also explain why understanding search engine is important in digital marketing?

**UNIT-III**

Q6. What do you mean by Search Engine Marketing? Why Search Engine Marketing is important explain with suitable example?
Q7. What is Mobile Marketing? When planning a mobile marketing campaign what things marketer should considered? Also enlist some emerging mobile marketing strategies in digital marketing?

**UNIT-IV**

Q8. What do you mean by Social Media Marketing? What are important pillars of social media marketing explain in detail?
Q9. What is types of Social media? How Social media can be a powerful tool for branding and promotions of products explain?

## Section – C (8 marks)

Q10. Case Study:

Food delivering company's social media marketing strategies showcase a masterful blend of brand reliability, engaging content creation, influencer collaborations, real-time relevance, interactive campaigns, and community building. By staying true to its core values and adapting to the dynamic background of social media, company continues to set the standard for effective and impactful digital marketing in the food delivery segment. The case study of company serves as an inspiration for businesses aiming to build a powerful online presence through thoughtful and strategic social media marketing.

a) Give your comments for further improvements through social media marketing for the company?
b) What are the advantages of using social media marketing for the company?