

DIGITAL MARKETING
(CSBS 4232)

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 4 (four) from Group B to E, taking one from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) Which of the following is a key outcome of learning digital marketing strategies?
 - (a) Writing traditional press releases
 - (b) Creating a SWOT analysis for digital campaigns
 - (c) Printing flyers for promotion
 - (d) Conducting door-to-door surveys
- (ii) Which of the following is NOT typically considered a digital marketing tool?
 - (a) Remarketing
 - (b) SEO
 - (c) Print advertising
 - (d) Influencer marketing
- (iii) Which of the following is an example of Influencer Marketing?
 - (a) A paid newspaper advertisement
 - (b) A TV commercial during prime time
 - (c) A YouTuber promoting a product in their video
 - (d) A billboard on a highway
- (iv) What is one of the key impacts of digital channels on IMC (Integrated Marketing Communication)?
 - (a) They reduce marketing costs by eliminating content
 - (b) They make marketing communication static
 - (c) They allow real-time feedback and personalization
 - (d) They eliminate the need for traditional marketing methods
- (v) What is the primary purpose of enhancing responsiveness in web designs?
 - (a) Faster loading time on desktops only
 - (b) Creating different websites for different devices
 - (c) Providing seamless user experience across all devices
 - (d) Reducing SEO dependency

- (vi) Which activity directly supports *remarketing* strategies?
 - (a) Sending ads to users after a first-time website visit
 - (b) Offering customer support through chatbot
 - (c) Publishing regular blog posts
 - (d) Generating email newsletters for new users only
- (vii) In the RACE Framework of digital marketing, 'Act' primarily focuses on:
 - (a) Customer loyalty programs
 - (b) Initial engagement and lead generation
 - (c) Paid advertising only
 - (d) Product development
- (viii) Which platform is considered an example of *Owned Media* in the POEM framework?
 - (a) Facebook Ads
 - (b) Google Search Results
 - (c) Brand's Official Blog
 - (d) YouTube Sponsored Ads
- (ix) What is a primary benefit of CRM integration with a digital marketing platform?
 - (a) Sending mass emails without segmentation
 - (b) Personalizing communication based on customer behavior
 - (c) Increasing server capacity
 - (d) Reducing website load speed
- (x) What aspect of IMC is MOST impacted by the rise of digital marketing channels?
 - (a) Uniformity of newspaper ads
 - (b) Global synchronization of messages across channels
 - (c) Use of telemarketing
 - (d) Increase in direct mail campaigns

Fill in the blanks with the correct word

- (xi) SWOT stands for Strengths, Weaknesses, Opportunities, and _____.
- (xii) The POEM framework stands for _____, Owned, and Earned Media.
- (xiii) In Digital Marketing Mix, Place refers to the _____ through which a product reaches the customer.
- (xiv) A major challenge in Digital Marketing is keeping up with frequent changes in _____ algorithms.
- (xv) CRM platforms such as _____ allow businesses to automate and personalize customer interactions.

Group - B

- 2. (a) Define Digital Marketing. Briefly explain its significance in the current business environment. [[CO1](Remember/IOCQ)]
- (b) Discuss how the 4Ps of Web Marketing must adapt when creating a digital marketing strategy for a mobile app. [[CO2](Apply/IOCQ)]
- (c) Propose a foundation for building an effective digital marketing strategy for a local organic food brand. [[CO2](Apply/HOCQ)]

3 + 4 + 5 = 12

3. (a) List the steps involved in the Digital Marketing Process. *[[CO1](Remember/LOCQ)]*
 (b) Explain how the Digital Marketing Process helps improve customer engagement. *[[CO2](Apply/IOCQ)]*
 (c) Create a basic digital marketing process roadmap for a company launching a new eco-friendly smartphone brand. *[[CO4](Apply/IOCQ)]*
3 + 4 + 5 = 12

Group - C

4. (a) Name and briefly explain two major activities under SEM (Search Engine Marketing). *[[CO1](Remember/IOCQ)]*
 (b) How does enhancing web design responsiveness contribute to better SEO results? *[[CO6](Understand/LOCQ)]*
 (c) Create a digital campaign using influencer marketing and video marketing for a new fitness brand. *[[CO2](Apply/HOCQ)]*
3 + 4 + 5 = 12
5. (a) What is Video Marketing? List two platforms commonly used for video marketing. *[[CO5](Remember/HOCQ)]*
 (b) Explain how remarketing enhances customer conversion. *[[CO6](Understand/LOCQ)]*
 (c) Develop a content marketing plan for a startup offering online coding courses for teenagers. *[[CO5](Evaluate/IOCQ)]*
3 + 4 + 5 = 12

Group - D

6. (a) Define Integrated Marketing Communication (IMC) and state one objective it serves in digital marketing. *[[CO1](Remember/HOCQ)]*
 (b) Discuss the opportunities and challenges that businesses face when adopting digital marketing. *[[CO4](Understand/LOCQ)]*
 (c) Analyze a real or hypothetical business case where misalignment in digital marketing mix affected business performance. *[[CO2](Analyse/IOCQ)]*
3 + 4 + 5 = 12
7. (a) Define the term “Digital Marketing Framework” and name two models. *[[CO1](Remember/HOCQ)]*
 (b) Explain two ways in which digital channels impact the traditional marketing communication strategy. *[[CO4](Understand/LOCQ)]*
 (c) Develop a digital IMC plan for promoting an eco-friendly clothing brand using social media and email marketing. *[[CO2](Apply/HOCQ)]*
3 + 4 + 5 = 12

Group - E

8. (a) What is the POEM framework in Digital Marketing? Describe its three components. *[[CO1](Remember/LOCQ)]*
 (b) Describe the AIDA and RACE digital marketing models. *[[CO5](Analyse/HOCQ)]*

- (c) Design a CRM strategy using a platform like HubSpot for a mid-sized online education company.
[[CO2](Apply/IOCQ)]
3 + 4 + 5 = 12
9. (a) Conduct a basic SWOT analysis for a newly launched digital marketing agency.
[[CO4](Analyse/LOCQ)]
- (b) Name and explain one digital marketing model apart from the AIDA and RACE models.
[[CO6](Remember/LOCQ)]
- (c) Design a CRM strategy for a subscription-based online fitness platform to reduce customer churn.
[[CO2](Apply/IOCQ)]
4 + 3 + 5 = 12
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Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	30.2	40.6	29.2