

DIGITAL MARKETING
(CBS3242)

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 NOT one of the 4Ps of Web Marketing?
(a) Product (b) Place
(c) Price (d) Privacy
- (ii) What does CRM stand for in digital marketing?
(a) Customer Revenue Management (b) Client Response Matrix
(c) Customer Relationship Management (d) Consumer Return Mechanism
- (iii) 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
- (iv) Which of the following is NOT typically considered a digital marketing tool?
(a) Remarketing (b) SEO
(c) Print advertising (d) Influencer marketing
- (v) Which element of the 4Ps focuses on how the product reaches the customer in a digital marketing environment?
(a) Price (b) Product
(c) Place (d) Promotion
- (vi) 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
- (vii) In SWOT Analysis, identifying "new market segments" would fall under which category?
(a) Strength (b) Weakness
(c) Opportunity (d) Threat

- (viii) Which digital marketing model focuses on guiding users from Awareness to Action?
 (a) SWOT (b) AIDA
 (c) POEM (d) CRM
- (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 mostly 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) The basic AIDA model of marketing applies to _____ marketing.
- (xii) _____ are computer programs designed to simulate human conversation.
- (xiii) Marketers use _____ and _____ strategies to increase their content's visibility on search engines.
- (xiv) The Search Engine's primary objective is to provide their users with _____ and useful search results.
- (xv) Google Alerts is a free content _____ detection and _____ service.

Group - B

2. (a) Define Digital Marketing. Briefly explain its significance in the current business environment. [[C01](Remember/IOCQ)]
- (b) Differentiate between Traditional Marketing and Digital Marketing with suitable examples. [[C03](Understand/LOCQ)]
- (c) Evaluate the importance of digital marketing for startups in India, considering cost, reach and targeting. [[C04] (Evaluate/IOCQ)]
- 3 + 4 + 5 = 12**
3. (a) Define the term "Digital Business Strategy." How is it linked to Digital Marketing Strategy? [[C01](Remember/IOCQ)]
- (b) How do the 4Ps of Web Marketing need to evolve when shifting from a desktop-first approach to a mobile-first approach? [[C03](Apply/LOCQ)]
- (c) Create a basic digital marketing process roadmap for a company launching a new eco-friendly smartphone brand. [[C04] (Apply/IOCQ)]
- 3 + 4 + 5 = 12**

Group - C

4. (a) List and describe two tools used for Social Media Marketing. *[[CO5](Remember/HOCQ)]*
(b) Explain how remarketing enhances customer conversion. *[[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) Define SEO and explain its purpose in digital marketing. *[[CO1](Remember/IOCQ)]*
(b) Differentiate between SEO and SEM with examples. *[[CO3](Analyse/LOCQ)]*
(c) Evaluate the effectiveness of combining content marketing with SEO in a campaign. *[[CO5](Evaluate/IOCQ)]*
3 + 4 + 5 = 12

Group - D

6. (a) Define the term "Digital Marketing Framework" and name two models. *[[CO1](Remember/HOCQ)]*
(b) Discuss the opportunities and challenges that businesses face when adopting digital marketing. *[[CO4](Understand/LOCQ)]*
(c) Develop a plan to integrate digital channels into the IMC (Integrated Marketing Communications) strategy of a mid-size brand. *[[CO2](Apply/HOCQ)]*
3 + 4 + 5 = 12
7. (a) Define Integrated Marketing Communication (IMC) and state one objective it serves in digital marketing. *[[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) Conduct a basic SWOT analysis for a newly launched digital marketing agency. *[[CO4](Analyse/LOCQ)]*
(c) Analyze the importance of Target Group Analysis in developing a digital strategy. *[[CO4](Evaluate/IOCQ)]*
3 + 4 + 5 = 12
9. (a) What does the "Earned Media" component of the POEM framework mean? Provide one example. *[[CO1](Remember/LOCQ)]*
(b) Differentiate between the challenges faced in digital marketing due to the changing digital landscape and those faced due to traditional competition. *[[CO4](Analyse/LOCQ)]*

- (c) Evaluate the importance of Target Group Analysis in shaping an effective social media campaign for a premium electronics brand.

[[C04](Evaluate/IOCQ)]

3 + 4 + 5 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	41.67	32.29	26.04