

ADMISSION NUMBER											

School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBMK6013 - Digital and Social Media Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What is the meaning of static website? K1 (2)
- 2) Explain the benefits using content management system like blogpost. K2 (4)
- 3) Explain how a search engine works. Also highlight the steps to register a website in Google search engine. K2 (6)
- 4) You notice that your Google Ads campaign has a high click-through rate (CTR), but a low conversion rate. How would you approach to solve this this problem and improve the campaign's performance? K3 (9)
- 5) Your Google Ads campaign is receiving a high number of impressions but a low click-through rate (CTR). How would you analyze the campaign and implement changes to improve CTR and increase user engagement? K3 (9)
- 6) Assess the impact of the social media influencers to reach out to the target customers and enhance business performance. Prepare a list with details of five key social media influencers that you would like to partner. K5 (10)
- 7) You have recently launched a new product or service, and your Google Ads campaign is not generating the expected results in terms of leads or sales. Examine and identify the potential reasons for underperformance and make adjustments to improve campaign effectiveness. K4 (12)
- 8) Evaluate the online public relations activities of any leading brand of your choice. Suggest additional activities to strengthen relationships of the brand with the stakeholders. K5 (15)
- 9) As a digital marketing manager of a company involved in marketing biscuit packaging machine in India, decide on the digital promotion-mix elements that must be used to reach out to the target customers and enhance the business performance. K5 (15)
- 10) Design an appropriate OPE media-mix that must be used by a company having a chain of restaurants for reaching out to its target customers and enhancing its business performance. K6 (18)