



Paper ID : 260924

Printed Page: 1 of

Subject Code:BOE096

Roll No:

BTECH

(SEM. VIII) THEORY EXAMINATION 2025-26
DIGITAL AND SOCIAL MEDIA MARKETING

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt *all* questions in brief.

2 x 7 = 14

Q No.	Question	CO	Level
a.	Who is a digital consumer?	1	K2
b.	What is the role of email marketing?	2	K2
c.	What is a blog post?	3	K2
d.	What is Pinterest used for in marketing?	4	K2
e.	What is video marketing?	4	K2
f.	What is the role of leadership in digital success?	1	K2
g.	What is meant by data privacy in digital platforms?	2	K2

SECTION B

2. Attempt any *three* of the following:

7 x 3 = 21

Q No.	Question	CO	Level
a.	Discuss the concept of the new digital world and how it has changed marketing practices.	1	K2
b.	Explain content planning and writing strategies for successful social media marketing campaigns.	2	K2
c.	Explain the concept of mobile marketing and its importance in the digital era.	3	K2
d.	Explain the concept of digital transformation and its importance in modern organizations.	4	K2
e.	Discuss the future scope of digital marketing trends and innovations.	5	K2

SECTION C

3. Attempt any *one* part of the following:

7 x 1 = 7

Q No.	Question	CO	Level
a.	Discuss various digital marketing strategies used in the modern business environment.	1	K2
b.	Compare traditional marketing and digital marketing with advantages and limitations.	1	K2

4. Attempt any *one* part of the following:

7 x 1 = 7

Q No.	Question	CO	Level
a.	Discuss the features and marketing applications of platforms such as Facebook, Twitter, LinkedIn.	2	K2
b.	Explain how advertising campaigns are conducted on social media platforms with suitable examples.	2	K2



Paper ID : 260924

Printed Page: 2 of

Subject Code:BOE096

Roll No:

BTECH

**(SEM. VIII) THEORY EXAMINATION 2025-26
DIGITAL AND SOCIAL MEDIA MARKETING**

TIME: 3 HRS

M.MARKS: 70

5. Attempt any *one* part of the following:**7 x 1 = 7**

Q No.	Question	CO	Level
a.	What is marketing gamification? Explain its techniques and benefits in digital marketing.	3	K2
b.	Discuss the process of online campaign management and its key components.	3	K2

6. Attempt any *one* part of the following:**7 x 1 = 7**

Q No.	Question	CO	Level
a.	Explain the concept of return on investment (ROI) in digital marketing and how it is measured.	4	K2
b.	Explain the importance of digital leadership in managing change and innovation.	4	K2

7. Attempt any *one* part of the following:**7 x 1 = 7**

Q No.	Question	CO	Level
a.	Explain the concept of co-creation and its role in enhancing customer engagement.	5	K2
b.	Explain the key trends in digital marketing in both Indian and global contexts.	5	K2