

Code No:MB193C5 /19

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA VIZIANAGARAM**  
**MBA III Semester Regular/Supplementary Examinations, November -2025**  
**DIGITAL AND SOCIAL MEDIA MARKETING**  
**(Marketing)**

**Time: 3 Hours**

**Max. Marks: 75**

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*Answer any FIVE Questions One Question from Each Unit*  
*Question No.11 is Compulsory*

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**UNIT-I**

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|----|---|--|----|
| 1. | a | Define digital marketing and explain its key components                          | 6M |
|    | b | Discuss the need and scope of digital marketing in today's business environment. | 6M |

**OR**

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|----|---|---|----|
| 2. | a | What are the current trends shaping digital marketing strategies? | 7M |
|    | b | Compare traditional marketing with digital marketing.             | 5M |

**UNIT-II**

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|----|---|---|----|
| 3. | a | Explain the role of social media marketing in customer acquisition and retention. | 6M |
|    | b | Describe the importance of audience segmentation in digital marketing.            | 6M |

**OR**

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|----|---|--|----|
| 4. | a | How does mobile marketing differ from other digital channels?                    | 6M |
|    | b | Discuss the process of migrating from traditional to digital marketing channels. | 6M |

**UNIT-III**

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|----|---|---|----|
| 5. | a | Why is a digital marketing plan essential for business success? | 6M |
|    | b | Describe the key elements of a digital marketing plan.          | 6M |

**OR**

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|----|---|---|----|
| 6. | a | Explain the role of situational analysis in digital strategy development.   | 7M |
|    | b | How is budgeting handled in the implementation of a digital marketing plan? | 5M |

**UNIT-IV**

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|----|---|--|----|
| 7. | a | What is SEM and why is it important in digital marketing?        | 7M |
|    | b | Explain the difference between CPM and CPC in online advertising | 5M |

**OR**

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|----|---|---|----|
| 8. | a | Discuss the significance of landing pages in digital campaigns      | 6M |
|    | b | How do keywords and inbound links influence web search performance? | 6M |

**UNIT-V**

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|----|---|---|----|
| 9. | a | Describe the role of microblogging platforms like Twitter in digital marketing. | 6M |
|    | b | How can YouTube be used for customer reach and engagement?                      | 6M |

**OR**

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|-----|---|--|----|
| 10. | a | Explain how digital media performance is measured and analyzed.                | 6M |
|     | b | Discuss the impact of social networking sites on brand visibility and loyalty. | 6M |

**CASE STUDY**

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|----|--|---|-----|
| 11 |  | Digi Style, a startup fashion brand, struggled to gain visibility in a competitive online marketplace. Initially relying on traditional marketing methods like print ads and flyers, the company saw limited traction. Realizing the need for a modern approach, Digi Style adopted a comprehensive digital marketing strategy.<br>They began by revamping their website for mobile responsiveness and search | 15M |
|----|--|---|-----|

engine optimization (SEO), ensuring better visibility on search engines. They launched targeted social media campaigns on Instagram and Facebook, using influencer collaborations to reach fashion-conscious millennials. To further engage customers, Digi Style introduced email marketing with personalized offers and style tips based on browsing history.

The brand also invested in search engine marketing (SEM), using pay-per-click (PPC) ads to drive traffic during seasonal sales. Their digital marketing plan included clear goals, a defined budget, and performance metrics to track ROI. Within six months, Digi Style experienced a 60% increase in website traffic and a 35% boost in online sales.

By leveraging multiple digital channels and aligning their strategy with customer behavior, Digi Style transformed from a struggling startup into a recognized online fashion brand.

**Questions:**

1. How did Digi Style use digital marketing channels to improve brand visibility and sales?
2. What role did website optimization and SEM play in Digi Style's digital transformation?