



Paper ID : 260924

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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****2 x 7 = 14****1. Attempt all questions in brief.**

| 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****7 x 3 = 21****2. Attempt any three of the following:**

| 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****7 x 1 = 7****3. Attempt any one part of the following:**

| 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    |



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**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    |