



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2025**

**Course: Digital Marketing**

**Program: Integ. BBA MBA Marketing**

**Course Code: MKTG2039P**

**Semester: IV**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	
Q 1	Statement of question		<b>CO1</b>
i)	<p>What is the primary purpose of A/B testing in digital marketing?</p> <p>A) Increase web traffic</p> <p>B) Test two versions of a campaign to determine which performs better</p> <p>C) Reduce advertising costs</p> <p>D) Expand geographic reach</p>	<b>2</b>	<b>CO1</b>
ii)	<p>What does "earned media" include?</p> <p>A) Paid advertisements</p> <p>B) User-generated content and press mentions</p> <p>C) Company blog posts</p> <p>D) Website banner ads</p>	<b>2</b>	<b>CO1</b>
iii)	<p>The social media mix is composed of which of the following?</p> <p>a) Advertising, consumer promotion, personal selling, and public relations.</p> <p>b) Direct marketing, word-of-mouth promotion, telemarketing, and infomercials.</p> <p>c) Social communities, social publishing, social entertainment, and social commerce.</p> <p>d) Product, price, promotion, and place.</p>	<b>2</b>	<b>CO1</b>

	e) The traditional marketing mix plus the target market.		
iv)	On Instagram, what does a "boosted post" mean? A) A viral post B) A post promoted using paid advertising C) A post with high organic engagement D) A story post	2	CO1
v)	What is the most effective way to increase engagement in Social Media? a) Posting at least 15 times a day b) Purchasing followers and like c) Using relevant hashtags d) Sharing only promotional content	2	CO1
vi)	Which social media platform is ideal for B2B marketing? a) Facebook b) Instagram c) LinkedIn d) Twitter	2	CO1
vii)	Which Social Media platform is better for story telling? a) LinkedIn b) Instagram c) Facebook d) Twitter	2	CO1
viii)	In SEO, what does "backlink" mean? A) A link from your website to another B) A link from another website to your website C) A broken hyperlink D) An internal link	2	CO1
ix)	Which term describes a customer's journey from awareness to conversion? A) Content marketing B) Sales funnel C) Retargeting D) Viral marketing	2	CO1
x)	What do you mean by PPC?	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q	Statement of question		
Q 2	What does "organic reach" mean in social media? What are various ways of doing it ?	5	CO2
Q 3	What is a bounce rate in website analytics?	5	CO2
Q 4	How Digital Marketing is helping marketers to grow? What are its advantages over traditional media marketing?	5	CO2

Q 5	What kind of tool is Ubersuggest? What is it? Can you give examples of any similar other tool in social media.	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q	Statement of question		
Q6	Explain all the stages in Social Media Framework?	10	CO3
Q7	What do you mean by Social Media Crisis Management? Give some examples of different ways through which social media Crisis can happens. What are the different ways to resolve Crisis Management?	10	CO3
Q8	Explain the differences between organic marketing and paid marketing on social media. As a marketing consultant, how would you balance the two for a new food delivery service?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q	Statement of question		
Q9	<p>Brand: HealthRoots — an organic supplement brand.  Situation: Their paid social media ads have a high click-through rate but low conversion rates.</p> <p>Question:  Diagnose potential reasons behind the high CTR but low conversions. Suggest improvements related to landing pages, ad targeting, messaging, and retargeting strategies.</p> <p>OR</p> <p>Brand: EcoFresh — a startup selling eco-friendly cleaning products.  Situation: EcoFresh has good offline sales through local stores but almost no digital presence. They want to expand online using social and digital media marketing.</p> <p>Question:  As their digital marketing consultant, design a complete digital marketing strategy for EcoFresh.  Cover aspects like website optimization, social media campaigns, influencer marketing, SEO, and budgeting.</p>	15	CO4
Q10	Your company's social media metrics have plateaued, and you are looking for ways to increase engagement and reach. What tactics would you recommend improving your social media performance and attracting new followers?	15	CO4