K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:IV
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Digital Marketing	Course Code:MBA224104
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper
and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains __2___ page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

1a)   Explain P-O-E-M model/framework in digital marketing?   (6)   CO1

Question No. 2 Attempt following Question

2a)   Explain customer targeting in digital marketing?   (6)   CO2

Question No. 3 Attempt following Question

3a)   How do you measure the success of a social media marketing campaign?   (8)   CO3

<div align="center">OR</div>

3b)   Illustrate various ways to optimize website .   (8)   CO3

3c)   Explain 7 types of social media and how each can benefit your business.   (8)   CO3

<div align="center">OR</div>

3d)   How do you conduct keyword research.   (8)   CO3

Question No. 4 Attempt following Question

4a)   Illustrate the various ways to get monetized on YouTube   (8)   CO4

<div align="center">OR</div>

4b)   Explain the rise of Cocomelon Youtube channel and its success.   (8)   CO4

4c)   Analyze Netflix facebook strategy .   (8)   CO4

OR

4d)   Breakdown GoPro facebook strategy .   (8)   CO4

Question No. 5 Attempt following Question

5a)   Breakdown social media strategy for Kolkata knight riders.   (8)   CO5

OR

5b)   Define Google Analytics? Explain the importance Google Analytics metrics.   (8)   CO5

5c)   Summarize the types of blog posts used in content strategy?   (8)   CO5

OR

5d)   Justify Eight must have Content Creation Tools.   (8)   CO5

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