

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code

Fourth Semester MBA Degree Examinations, October/November 2025

DIGITAL AND SOCIAL MEDIA MARKETING

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1	a. What is the need for digital marketing in today's business?	03	(3:1:2)
	b. Examine ethical and legal issues in digital marketing with recent examples.	07	(3:1:2)
	c. Evaluate how privacy and cybercrime concerns can impact digital marketing strategies.	10	(4:1:2)
2.	a. Give the importance of data-driven strategy in digital marketing.	03	(3:2:2)
	b. Discuss the effectiveness of using data analytics in tracking consumer behaviour online.	07	(3:2:2)
	c. Critically evaluate the significance of social media monitoring in understanding online consumer behaviour and engagement.	10	(4:2:2)
3.	a. What is the role of keyword search in SEO?	03	(3:3:2)
	b. Explain how E-marketing helps in creating customer value online.	07	(3:3:2)
	c. Critically evaluate the use of different social media platforms (Facebook, Instagram, Twitter, LinkedIn, WhatsApp, and Koo) for business marketing.	10	(4:3:2)
4.	a. Mention any three elements of social media.	03	(3:4:2)
	b. Apply CRM success rules to an online retail business scenario.	07	(3:4:2)
	c. Discuss how the three pillars of relationship marketing — trust, commitment, and communication — influence customer loyalty.	10	(4:4:2)
5	a. List any two types of display advertising.	03	(2:5:2)
	b. Explain how brands can deal with threats and opportunities in social media spaces.	07	(3:5:2)
	c. Create a campaign plan using Google Ads to promote an educational video platform, including budgeting and ad type selection.	10	(3:5:2)
6.	a. Differentiate between marketing databases and data warehouses.	03	(3:2:2)
	b. Explain how technological readiness influences a company's digital marketing strategy?	07	(2:1:2)

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| c. | Create a detailed E-Marketing plan using the seven-step model for a start-up fashion brand. | 10 | (3:3:2) |
| 7. | a. How does technology enable modern marketing research? | 03 | (3:2:2) |
| | b. Explain in detail the changes in pricing strategies from both buyer and seller perspectives in an online environment. | 07 | (2:3:2) |
| | c. Evaluate the role of CRM in enhancing customer loyalty. Discuss key rules for CRM success. | 10 | (4:4:2) |

8. Case Study

Amazon, the global e-commerce giant, has mastered the art and science of digital marketing to maintain its leadership in the online retail space. In today’s highly competitive digital environment, Amazon’s success can be largely attributed to its data-driven, customer-centric, and multi-channel digital marketing approach. Amazon’s digital marketing strategy focuses on delivering personalized experiences, optimizing search visibility, and leveraging multiple digital channels to reach customers. The company uses AI and machine learning algorithms to recommend products based on user behaviour, purchase history, and search queries. One of the strongest tools in Amazon's arsenal is email and push marketing. Once a customer browses or adds a product to their cart, Amazon sends follow-up emails or app notifications with targeted reminders, offers, or complementary product suggestions. This kind of personalized retargeting significantly boosts conversion rates.

On platforms like Instagram, Facebook, and YouTube, Amazon partners with influencers to promote categories like fashion, tech gadgets, and home products. Through programs like Amazon Live and the Amazon Influencer Program, influencers share product demos with affiliate links, contributing to sales. Amazon uses video marketing extensively on both its own platform (Amazon Prime Video) and external platforms. Short video ads, product explainers, and unboxing videos are strategically used to educate and engage customers, often with “Buy Now” CTAs embedded. With the help of Alexa (voice assistant) and predictive analytics, Amazon ensures convenience through voice-based shopping, automated reminders, and subscription-based selling. Its CRM strategy is built on offering seamless shopping experiences, fast delivery, and efficient returns—thereby creating customer trust and loyalty. Amazon enjoys conversion rates of 13%+, far above the e-commerce average of 2–3%. Over 70% of purchases come from repeat customers, especially Amazon Prime members. Amazon is the third-largest digital ad platform, after Google and Facebook. Localized campaigns allow Amazon to personalize marketing strategies for users across countries.

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| a. | Does Amazon use AI and data analytics to personalize its digital marketing efforts sustain? | 10 | (4:4:2) |
| b. | Which is the most important part of Amazon’s digital marketing strategy? | 10 | (5:4:2) |

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