

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Fourth Semester MBA Degree Examinations, August 2026

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. Apply the concept of the digital landscape to identify its key components in a modern business environment.	03	(2:1:2)
	b. Analyze the differences between traditional marketing and digital marketing with suitable examples.	07	(5:1:2)
	c. Evaluate the growth of the digital advertising market in India and assess the skills required for digital marketing professionals.	10	(4:1:1)
2.	a. Apply the concept of remarketing to improve customer re-engagement in an online business.	03	(2:1:1)
	b. Analyze the different display buying models and determine their suitability for various advertising objectives.	07	(5:1:2)
	c. Evaluate the effectiveness of message customization, audience segmentation, and targeting techniques in display advertising.	10	(6:1:2)
3.	a. Apply conversion tracking to measure the effectiveness of a digital advertising campaign.	03	(2:2:2)
	b. Analyze the AdWords algorithm and explain its influence on ad ranking and campaign performance.	07	(3:2:1)
	c. Evaluate the process of display campaign creation and assess its effectiveness in enhancing customer engagement through E-portals.	10	(4:2:2)
4.	a. Apply the concept of bulk emailing in planning an email marketing campaign for a business.	03	(2:3:1)
	b. Analyze the features and marketing applications of Facebook marketing and LinkedIn marketing for different business objectives.	07	(5:3:2)
	c. Evaluate the content marketing strategy building process and justify its role in achieving business objectives with suitable examples.	10	(6:3:2)
5	a. Apply keyword research to identify suitable keywords for improving website visibility.	03	(2:3:2)
	b. Analyze the keyword research process and explain its significance in search engine optimization.	07	(5:3:2)

	c.	Evaluate the process of SEO strategy preparation and assess the importance of domain authority and page authority in improving search engine rankings.	10	(6:3:2)
6.	a.	Apply Woo Commerce to support the development of an online store for a business.	03	(2:4:1)
	b.	Analyze the role of Google product listing Ads in promoting E-commerce products and increasing online sales.	07	(6:4:2)
	c.	Evaluate the concept of E-commerce and assess the importance of the major components required to establish a successful online business.	10	(4:4:4)
7.	a.	Define affiliate marketing.	03	(2:4:1)
	b.	Discuss the impact of Google Panda and Penguin updates on website ranking.	07	(4:4:2)
	c.	Discuss any two successful e-commerce websites and their marketing strategies.	10	(5:4:1)

8. Case Study

In 2025, JioMart became one of the fastest-growing quick-commerce platforms in India through effective digital marketing strategies and technology-driven customer engagement. The company used social media campaigns, influencer marketing, personalized email promotions, and mobile app notifications to attract and retain customers across more than 1,000 cities. JioMart also utilized artificial intelligence and customer data analytics to understand consumer preferences and deliver targeted advertisements and product recommendations. By integrating digital marketing with its strong network of Reliance Retail stores and local kirana shops, the company improved brand visibility, customer reach, and online sales. Promotional offers, festival discounts, and WhatsApp-based ordering systems further increased customer engagement and app downloads. As a result, JioMart experienced rapid growth in website traffic, online orders, and customer loyalty during 2025. However, the company continued to face challenges such as intense competition from Blinkit and Zepto, increasing digital advertising costs, and maintaining customer satisfaction in the competitive quick-commerce market.

a.	Analyze the digital marketing strategies adopted by JioMart in 2025. Examine how social media campaigns, influencer marketing, personalized promotions, artificial intelligence, and customer data analytics contributed to enhancing customer engagement and business growth.	10	(3:5:1)
b.	Evaluate the effectiveness of JioMart's customer engagement strategies and recommend improvements for sustainable growth.	10	(5:5:4)

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