

## Department of MBA

### MBA Mid Question Bank (R22 Regulation)

Academic Year: 2024-25

Semester: III

Subject Name: Digital Marketing (20MB701HS)

Faculty Name: Dr. D. Kishore Kumar

#### PART-A

Q.No	Questions	Marks	BL	CO	Unit No
1	What is Digital Marketing?	2M	L1	CO1	UNIT-I
2	Explain the Concept of Digital Marketing.	2M	L2	CO1	UNIT-I
3	Illustrate Need and Scope of Digital Marketing.	2M	L2	CO1	UNIT-I
4	What are the Components of Digital Marketing?	2M	L1	CO1	UNIT-I
5	Outline benefits of Digital Marketing.	2M	L2	CO1	UNIT-I
6	Explain Trends in Digital Marketing.	2M	L2	CO1	UNIT-I
7	Explain Online advertising	2M	L2	CO2	UNIT-II
8	What is Blog marketing?	2M	L1	CO2	UNIT-II
9	What is Social Media Marketing?	2M	L1	CO2	UNIT-II
10	Explain about Interactive marketing.	2M	L2	CO2	UNIT-II
11	Discuss Organisational Characteristics.	2M	L1	CO2	UNIT-II
12	Explain about Purchasing Characteristics.	2M	L2	CO2	UNIT-II
13	What is meant by Online Public Relations?	2M	L1	CO2	UNIT-II
14	What is meant by Importance of Segmentation?	2M	L1	CO2	UNIT-II
15	Explain about Digital Marketing Plan.	2M	L2	CO3	UNIT-III
16	List out Elements in Digital Marketing plan.	2M	L4	CO3	UNIT-III
17	What is Action Plan?	2M	L1	CO3	UNIT-III
<b>UPTO MID-I</b>					
18	Define the Marketing Strategy.	2M	L1	CO3	UNIT-III
19	What is the Budget?	2M	L1	CO3	UNIT-III
20	Explain how to write a Marketing plan.	2M	L2	CO3	UNIT-III
21	What is Search Engine marketing?	2M	L1	CO4	UNIT-IV
22	Discuss about Keywords.	2M	L2	CO4	UNIT-IV
23	Write about Inbound Links.	2M	L1	CO4	UNIT-IV
24	Discuss HTML Tags.	2M	L2	CO4	UNIT-IV
25	Distinguish between traditional Vs Online Advertising	2M	L4	CO4	UNIT-IV
26	Explain about CPC and CPM.	2M	L2	CO4	UNIT-IV
27	Explain about Social Media Advertising.	2M	L2	CO5	UNIT-V
28	Write the Short note on Microblogging.	2M	L1	CO5	UNIT-V
29	What social sharing with YouTube?	2M	L1	CO5	UNIT-V
30	What is meant by Advertising Performance?	2M	L1	CO5	UNIT-V
31	Explain how to measure Digital Media performance.	2M	L2	CO5	UNIT-V
32	Outline how to analyse web Performance.	2M	L1	CO5	UNIT-V

## PART-B

Q.No	Questions	Marks	BL	CO	Unit No
1	What is Digital Marketing? Explain its benefits.	4M	L1	CO1	UNIT-I
2	Define Digital Marketing? Explain its need and Scope.	4M	L1	CO1	UNIT-I
3	List out Digital Marketing Trends.	4M	L4	CO4	UNIT-I
4	Explain about benefits of Digital Marketing.	4M	L2	CO1	UNIT-I
5	Discuss about Various components of Digital Marketing.	4M	L2	CO1	UNIT-I
6	Distinguish Marketing with Digital Marketing.	4M	L4	CO1	UNIT-I
7	Explain Platforms and Strategies of Digital Marketing.	8M	L2	CO1	UNIT-I
8	List out the Various Advantages and Disadvantages of Digital Marketing with suitable examples.	8M	L4	CO1	UNIT-I
9	Define Digital Marketing. Explain its stages of evolution.	8M	L1	CO1	UNIT-I
10	Enumerate about Website Marketing.	4M	L2	CO2	UNIT-II
11	Explain the Online Advertising.	4M	L2	CO2	UNIT-II
12	Define the Online Public Relations.	4M	L1	CO2	UNIT-II
13	Identify what are Purchase characteristics.	4M	L3	CO2	UNIT-II
14	Write about Importance Audience Segmentation.	4M	L1	CO2	UNIT-II
15	What is Interactive marketing? Explain its importance.	4M	L1	CO2	UNIT-II
16	Discuss about Search Engine Marketing.	8M	L1	CO2	UNIT-II
17	Illustrate the Blog Marketing.	8M	L2	CO2	UNIT-II
18	How to migrate from Traditional to Digital channel	8M	L1	CO2	UNIT-II
19	Explain the Need for Digital Marketing Plan.	4M	L2	CO3	UNIT-III
20	What is Executive Summary in Digital Marketing Plan.	4M	L1	CO3	UNIT-III
21	Explain about Situational Analysis.	4M	L2	CO3	UNIT-III
22	Discuss role of Action Plan in Digital Marketing Plan.	4M	L2	CO3	UNIT-III
23	List out the Different elements in Digital Marketing Plan.	4M	L4	CO3	UNIT-III
<b>UPTO MID-I</b>					
24	Explain Role of Mission in Marketing Plan.	4M	L2	CO3	UNIT-III
25	Write a short on Writing and Implementation of Marketing Plan.	4M	L1	CO3	UNIT-III
26	Discuss about Goals and Objective elements in Marketing plan.	4M	L2	CO3	UNIT-III
27	Explain Opportunities and Issues in Digital Marketing Plan.	4M	L2	CO3	UNIT-III
28	Discuss about Executive Summary, Mission and Situation Analysis.	4M	L2	CO3	UNIT-III
29	Explain the Marketing Strategy and Action Plan in digital Marketing Plan.	4M	L2	CO3	UNIT-III
30	What Is SEM? Explain its Importance.	4M	L2	CO4	UNIT-IV

<b>31</b>	Differentiate about Online Advertising vs Traditional Advertising.	<b>4M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>32</b>	What are HTML Tags.	<b>4M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>33</b>	Illustrate about Keywords.	<b>4M</b>	<b>L2</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>34</b>	Discuss about Inbound Links.	<b>4M</b>	<b>L3</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>35</b>	Write about Display Ads.	<b>4M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>36</b>	What is Web Search? Explain with HTML Tags and Inbound Links.	<b>8M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>37</b>	A. Write a short note on Display Ads and Explain its types. B. What is Landing page and explain its importance	<b>8M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>38</b>	Explain different payment methods of Online Advertising.	<b>8M</b>	<b>L2</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>39</b>	Write a short note on Social Media Marketing.	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>40</b>	Explain about Blogging.	<b>4M</b>	<b>L2</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>41</b>	How social sharing is possible with YouTube.	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>42</b>	How to Analyse Advertising Performance.	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>43</b>	How to analyse Website Performance?	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>44</b>	What is Social Media Marketing? Explain how Social networking with Twitter	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>45</b>	How Social Media for Customer reach, Acquisition and retention?	<b>8M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>46</b>	How to analyse Digital Media Performance? Explain.	<b>8M</b>	<b>L2</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>47</b>	What is Social Media Marketing? Explain how Social networking with Facebook and LinkedIn.	<b>8M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>