

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2023 - 24 Examination

Semester: 04
 Subject Code: 06212253
 Subject Name: SEO and Social Media Marketing

Date: 22/04/2024
 Time: 1:30pm to 4:00pm
 Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.					
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)	CO	PO	BT
	1. What is the primary goal of search engine optimization (SEO) in digital marketing?		1	2	2
	A. Increasing social media engagement	B. Improving website visibility in search engine results			
	C. Boosting email marketing campaigns	D. Enhancing offline advertising effectiveness			
	2. If I want to have an estimate of the number of people who visited my website, which metric should I use?		2	1	2
	A. Sessions	B. Users			
	C. Unique Visitors	D. Hits			
	3. Which of the following is an example of inbound marketing?		1	2	2
	A. Cold calling	B. Email marketing			
	C. Search Engine Optimization	D. Display advertising			
	4. The most common user identification technique is via?		2	1	2
	A. Sessions	B. Segmentations			
	C. Cookies	D. Page Views			
	5. In case of digital marketing, what does "CPM" refers?		1	2	2
	A. Cost per click	B. Customer Testimonial Ratio			
	C. Cost per Man	D. Cost per Thousand Impressions			
B).	Define the following (Definitions/ Meanings) (Each of 1 mark)	(05)			
	1. Big data		1	2	2
	2. Paid search		1	3	2
	3. Data segmentation		2	2	2
	4. Social media planning		2	3	2
	5. Bot		2	2	2
C).	Direct questions (Short Questions/ Conceptual Questions) (Each of 1 mark)	(05)			
	1. Explain Pay per view		1	2	4
	2. What is Bounce and Exit rate?		1	2	2
	3. Define owned media		1	2	3
	4. What is Funnel in Analytics?		2	2	3
	5. Define CPC		1	2	2
Q.2	Answer the following questions.				
A).	Which metrics helps measure the effectiveness of paid advertising campaigns?	(07)	1	2	5
B).	These days E-commerce companies leverage advertisements on social media platforms as a tool to optimize deliverables. Explain?	(08)	1	3	6

Q.3	Answer the following questions.				
A).	What is meant by KPI in analytics? State and explain some of the KPIs of Digital marketing.	(07)	1	2	5
B).	Is VIRAL MARKETING good for your business? What role social media play in Viral Marketing?	(08)	1	3	6
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
A).	Explain the 4 social media platforms used for business? How can you use them to strategize your family business?		2	2	3
B).	What is Google Analytics? Explain various benefits of Google Analytics.		2	2	4
C).	What are the 3 types of digital media? Is owned media better than others? Write 3 reasons with examples in support of your answer.		2	2	4
D).	Describe how SMART strategy can help you win in your social media goals of your business venture.		2	3	5