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Subodh Management Institute

MBA IV Semester
M-424

**Digital and Social
Media Marketing**

Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

Part A

Unit 1 Introduction on Digital Marketing

- Q1. What is digital marketing?
- Q2. What are the benefits of digital marketing?
- Q3. What are the types of digital marketing?
- Q4. What is SEO and why is it important in digital marketing?
- Q5. Can digital marketing help small businesses?
- Q6. What is PPC advertising?
- Q7. How can social media be used in digital marketing?
- Q8. What are the key metrics to measure the success of a digital marketing campaign?
- Q9. What is content marketing?
- Q10. What are the trends in digital marketing?

Unit 2 Internet Marketing and Digital Marketing Mix

- Q11. What is the difference between internet marketing and digital marketing?
- Q12. What is the role of search engine optimization (SEO) in the digital marketing mix?
- Q13. How can email marketing be utilized in the digital marketing mix?
- Q14. What are the advantages of incorporating social media marketing in the digital marketing mix?
- Q15. How can pay-per-click (PPC) advertising be integrated into the digital marketing mix?

Unit 3 Social Media Marketing

- Q16. What is Social Media Platforms?
- Q17. What are the Characteristics of Social Media Marketing Strategies?
- Q18. Explain, Social media marketing is the process of using social media platforms to promote a brand, product, or service.
- Q19. What are the benefits of social media marketing?
- Q20. How do I create a social media marketing strategy?
- Q21. How do I measure the success of my social media marketing efforts?
- Q22. What are some best practices for social media marketing?

Unit 4 Social Media Tools

- Q23. How many people are on social media? ...
- Q24. What is the most popular social media platform? ...
- Q25. How long does the average person spend on social media per day? ...
- Q26. What is the fastest growing social media platform? ...
- Q27. What's the best time to post on social media? ...
- Q28. How often should I post on social media?

Unit 5 Introduction to SEO

- Q29. What is SEO? ...
- Q30. Why is SEO important to businesses? ...
- Q31. The most important Google Ranking Factors are: ...
- Q32. What is an organic result? ...
- Q33. What is a paid result? ...
- Q34. What is Google Sandbox? ...
- Q35. What is Google Autocomplete? ...
- Q36. What is a TLD?

Unit 6 E-Marketing Management

- Q37. What are the benefits and challenges of E-Marketing?
- Q38. What are the key components of an E-Marketing plan?
- Q39. How do you measure the effectiveness of E-Marketing campaigns?
- Q40. What are the different types of E-Marketing strategies and tools?
- Q41. How do you manage customer relationships and loyalty in E-Marketing?
- Q42. What are the ethical and legal issues involved in E-Marketing?
- Q43. How do you create and maintain a strong online brand identity?

Unit 7 E-Marketing Research

- Q44. What are the possible questions in marketing research?
- Q45. What is the purpose of e marketing research?
- Q46. What question can ask about digital marketing?
- Q47. What are the steps of e marketing research?
- Q48. How can you handle missing values in a dataset?

Q49 Explain the term Normal Distribution.

Q50 what is Time Series analysis?

Q51 How is over fitting different from Under fitting?

Q52 How do you treat outliers in a dataset?

Q53 what are the different types of Hypothesis testing?

Unit 8 Customer Relationship Management

Q54. Do I need a CRM system?

Q55. Is my company ready for CRM tools?

Q56. What is the difference between CRM and ERP?

Q57. How much does a CRM typically cost?

Q58. How do I choose the right CRM?

Q59. What details should I track?

Q60. What CRM features do I need?



Part B

Unit 1

- Q1. Why is digital marketing preferred over traditional marketing?
- Q2. What are the different types of digital marketing
- Q3 What are the best ways to increase website traffic?
- Q4 Can you tell the difference between branding and direct marketing?
- Q5 Which are the most important digital marketing tools?

Unit 2

- Q6. How should companies measure their social media marketing success?
- Q7. Which social media platforms should my business have a presence on?
- Q8.What are some important elements to focus on while developing a website?
- Q9.Explain what is the significance of CTR and how do you calculate it?
- Q10.What is Pay-Per-Click? Explain your strategies to make your PPC campaign more effective?

Unit 3

- Q11. What is social media marketing? Can social media marketing really help my business?
- Q12. How does a social medium differ from traditional advertising techniques?
- Q13. How should companies measure their social media marketing success?
- Q14. Is outreach an important part of social media marketing?

Unit 4

- Q15. What Is A Social Media Marketing Tool? What is the impact of social media on marketing?
- Q 16.How social media can benefit a business? How do you measure social media success?
- Q17. How to use Social Media to help website blog promotion? When do you not to engage on social media?
- Q18. What is the best time to post on social media? And how the different social media is useful?

Unit 5

- Q19. What is SEO? What is on-page & off-page SEO? Apart from Google what other search engines can you name?
- Q20. What is the importance of Keywords? What is your process for Keyword Research?
- Q21. What do you understand by back linking & why is it important in SEO? What are the most important SEO ranking factors?
- Q22. What is the difference between bounce rate and exit rate?
- Q23. What are the benefits of using Google Analytics for web analytics?
- Q24. How do you create data visualizations for your web analyses?
- Q25. What are some of the challenges you've encountered in web analysis?
- Q26. How do you measure the effectiveness of your website or marketing campaigns?

Unit 6

- Q27. How do you optimize your website for search engines and user experience?¹ What are the different types of E-Digital Marketing?
- Q28. What are the best practices for E-Mail marketing, social media marketing, and mobile marketing?¹
- Q29. What is the difference between direct E-marketing and E-branding?
- Q30. How do you integrate E-Marketing with traditional marketing channels?

Unit 7

- Q31. What are the goals of the e-marketing research?
- Q32. Who is the target audience for the research? What are the key research questions that need to be answered?
- Q33. What data collection methods will be used (e.g. surveys, interviews, online analytics)? What sample size is needed to achieve statistical significance?
- Q34. How will the data be analyzed and interpreted? How will the results be reported and communicated to stakeholders?
- Q35. What ethical considerations need to be taken into account when conducting the research (e.g. privacy, consent, data protection)?
- Q36. How will the research findings be used to inform e-marketing strategy and decision making? How will the research be evaluated and its impact measured over time?

Unit 8

Q32. What are the benefits of social media marketing for my company?

Q33. How much does social media marketing cost? What's the ROI?

Q34 Which social media platforms should my business have a presence on?



Part C

Unit 1

Q1 What is digital marketing and how does it differ from traditional marketing?¹

Q2 What are the benefits and challenges of digital marketing for businesses and customers?¹

Q3 What are the main types of digital marketing and how do they work?¹²

Q4 How do you measure the effectiveness and return on investment (ROI) of digital marketing campaigns?¹²

Q5 What are the key skills and tools required for a successful digital marketer?

Unit 2

Q6. What are the key skills and tools required for a successful Internet marketer?

Q7. How do you create a digital marketing mix based on your goals and target audience?

Q8. What are the best practices and ethical guidelines for Internet marketing?

Q9. How do you keep up with the latest trends and developments in Internet marketing?

Q10. How do you optimize your website and content for search engines and user experience?

Q11 How do you use social media, email, and mobile marketing to engage with your customers and prospects?

Unit 3

Q12. What are the key benefits of conducting e-marketing research, and how can it help businesses achieve their marketing goals?

Q13. What are some of the most common methods used in e-marketing research, and how do they differ from traditional market research techniques?

Unit 4

Q14. How social media can benefit a business? How do you measure social media success? How to use Social Media to help website/blog promotion?

Q15. Based on what you know about our company, how would you recommend we use LinkedIn for marketing? ...

Q16. How should a company measure social media marketing success? What are the types of blogging?

Unit 5

Q17. What is more profitable in the long term for a company, an SEM campaign or an SEO campaign?

Q18. How can businesses use e-marketing research to better understand their target audience and develop more effective marketing strategies?

Q19. What are the key ethical considerations that must be taken into account when conducting e-marketing research, and how can businesses ensure that they are collecting data in a responsible and transparent manner?

Unit 6

Q20. How has the rise of social media and other digital channels impacted e-marketing research, and what new opportunities and challenges does this present for businesses looking to better understand their customers?

Q21. What are some of the most important metrics and key performance indicators (KPIs) used in e-marketing research, and how can businesses use these measures to track the success of their marketing campaigns and make data-driven decisions?

Unit 7

Q22. How can businesses use e-marketing research to stay ahead of their competitors and remain agile in a rapidly changing digital landscape?

Q23. What are some of the most common mistakes or pitfalls that businesses may encounter when conducting e-marketing research, and how can they avoid these issues to ensure that their research is accurate and actionable?

Unit 8

Q24 How can businesses leverage emerging technologies such as artificial intelligence and machine learning to enhance their e-marketing research efforts, and what are the potential benefits and risks associated with these approaches?

Q25 How can businesses ensure that their e-marketing research efforts are aligned with their broader strategic goals and overall business objectives, and what steps can they take to ensure that they are making the most of their research investments?

