

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-15th (2023-2025)****First Year, Term 2 End Term Examinations, January 2024****CC – 628 Digital and Social Media Marketing****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A**(Maximum Marks: 5)****Q1. State True or False for the following (1 mark each):**

- (a). Social Media Optimization does not involve optimizing content for better visibility on social platforms.
- (b). Email frequency has significantly impact on the effectiveness of an email marketing campaign.
- (c). Ad Page Rank is not influenced by the quality and relevance of the ad.
- (d). Keywords, titles, and meta tags are crucial elements for on-page
- (e). A one-page website is suitable for complex businesses with multiple offerings.

Part B**(Maximum Marks: 15)****Answer the following, in brief:**

- Q2.** Define digital marketing and explain its significance. (5)
- Q3.** Differentiate between on-page and off-page optimization techniques. (5)
- Q4.** Discuss the role of content writing in Email Marketing. (5)

Part C**(Maximum Marks: 30)****Answer the following, in detail:**

- Q5.** Provide an overview of basic concepts in SEO. (10)
- Q6.** Explain the term digital transformation, Discuss the role and importance of Digital transformation in Pharma Industry. (10)
- Q7.** What are the responsibilities of a social media manager? How can businesses foster a positive online image through online PR? (10)