

**MASTER OF HOSPITAL ADMINISTRATION**  
**SECOND SEMESTER**  
**DIGITAL MARKETING: STRATEGIC TECHNOLOGY MANAGEMENT &**  
**SOCIAL MARKETING**  
**MHA – 206**



[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

1 × 20 = 20

*Choose the correct answer from the following:*

1. The main components of digital marketing are-
  - a. SEO
  - b. SMO
  - c. SEM
  - d. All of the above
2. The first search engine launched-
  - a. Archie
  - b. Hotbot
  - c. Alexa
  - d. looksmart
3. To optimize URL, it should be less than \_\_\_\_\_ characters.
  - a. 256
  - b. 255
  - c. 254
  - d. 257
4. Microsoft discontinued Internet Explorer and replaced it with
  - a. Mozilla
  - b. Chrome
  - c. Edge
  - d. Microsoft
5. East-west traffic within a data center is also known as-
  - a. Server to server traffic
  - b. Data to data traffic
  - c. Client to server traffic
  - d. None of the above
6. What is the name of facebook's ranking?
  - a. High rank
  - b. Low rank
  - c. Edge rank
  - d. None of the above
7. A HTML page's header section contains the tags, e.g., \_\_\_\_\_ meta tag \_\_\_\_\_.
  - a. <head> ,</head>
  - b. head> ,</head>
  - c. <head> ,</head>
  - d. >head< ,</head>
8. The important On-Page SEO factor(s) is/are -
  - a. Meta Tags
  - b. Sitemap
  - c. Canonical Tag
  - d. All of the above
9. Social marketing is a -
  - a. Positive approach
  - b. Negative approach
  - c. Organized approach
  - d. None of the above
10. Social marketing includes-
  - a. Short term strategy
  - b. Long term strategy
  - c. Medium term strategy
  - d. None of the above

11. Larger social networking sites-
  - a. Will enforce niche social networks out of business
  - b. Are expected to see declining growth rates
  - c. Set social media trends
  - d. Are better fit for most non-profit organization
12. The six stages of the social marketing planning process are:
  - a. Getting Started, Scope, Develop, Implement, Evaluate and Follow-up.
  - b. Develop, Getting Started, Implement, Scope, Evaluate and Follow-up.
  - c. Scope, Develop, Implement, Evaluate Getting Started and Follow-up.
  - d. None of the above
13. BPR is also known as
  - a. Business Process Transformation
  - b. Business Process change management
  - c. Business Design
  - d. Business Process Improvement
14. IPR includes the following-
  - a. Patent
  - b. Patent
  - c. Copyright
  - d. All of the above
15. The technologies used in manufacturing firms are-
  - a. Generic Technologies
  - b. Advanced and Intermediate technologies
  - c. Hybrid technologies
  - d. All of the above
16. Qualitative Forecasting are-
  - a. Judgement base
  - b. Sales Base
  - c. Economic Base
  - d. Social Base
17. The 7 Step INSPIRE framework BPR is develop by-
  - a. Bhudev Chakraborty
  - b. Lewin
  - c. Dr. Eric Penfield
  - d. Dr. Wilder Penfield
18. Four major areas can be identified as being subjective to change a BPR are as follows-
  - a. Organization, Technology, Strategy and People
  - b. Organisation, Strategy, Technology and People
  - c. Strategy, Technology, Organisation and people
  - d. People, organization, Technology and Strategy.
19. BPR is also known as
  - a. Business Process Transformation
  - b. Business Process change management
  - c. Business Design
  - d. Business Process Improvement
20. All barriers to BPR implementation Success are result of-
  - a. Bad cause
  - b. Social Cause
  - c. Good cause
  - d. None of the above

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

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|---|----------|
| 1. a) Give a brief note on Digital marketing and E-Marketing.   | 5+5=10   |
| b) Explain 7 P's of online marketing mix.   |          |
| 2. a) Write a note on: Internet and the Business.   | 5+5=10   |
| b) What do you mean by network? Explain the types of network.   |          |
| 3. a) Elaborate the various types of viral marketing.   | 5+5=10   |
| b) Differentiate between SEO and SEM.   |          |
| 4. a) Explain briefly the benefits and challenges involved in SEO.  | 5+5=10   |
| b) Discuss the various components of viral marketing.   |          |
| 5. Explain the steps for developing social marketing campaign.  | 10       |
| 6. a) Define strategic technology management. What are the critical factors of strategic technology management? | 2+3+5=10 |
| b) Discuss the phases of technology life cycle.   |          |
| 7. Explain the steps of Business Process Re-engineering.  | 10       |
| 8. Explain the role of IT and its relevance in BPR.   | 10       |

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