

S. B. Roll. No.....

**DIGITAL MARKETING**  
**6<sup>th</sup> Exam/CSE/5095/Nov'24**  
**(For 2018 Batch Onwards)**

**Duration: 3Hrs.**

**M.Marks:75**

**SECTION A**

**Q1. a) Define following terms.**

**15x1=15**

- i. Content marketing.
- ii. Google Ad Words.
- iii. Google Analytics.
- iv. Email marketing.
- v. Web Analytics.
- vi. Blogging is a type of \_\_\_\_\_.
- vii. Digital Marketing can be \_\_\_\_\_ and \_\_\_\_\_.
- viii. \_\_\_\_\_ play important role in content creation.
- ix. \_\_\_\_\_ is a social communication tool where people broadcast short messages.
- x. Print media marketing is better than online marketing. (T/F)

**b) Expand the following terms.**

- xi. SMM
- xii. CTR
- xiii. SEO
- xiv. PPC
- xv. ROI

**SECTION-B**

**Q2. Attempt any six questions.**

**6x5=30**

- a. Differentiate between Traditional marketing and Digital marketing.
- b. Explain content marketing model in detail
- c. Explain Google Analytics Account Structure with diagram.
- d. What is keyword? Explain various keyword match types used in Google ad words.
- e. What is Brainstorming? Write tools for Brainstorming.
- f. Differentiate between Google Analytics & Google Tag Manager.
- g. Explain various mobile marketing channels in digital marketing.
- h. Explain CRO and its role in digital marketing.

**SECTION-C**

**Q3. Attempt any three questions.**

**3x10=30**

- i. Discuss digital marketing and its various types?
- ii. Write down procedure for setting up a Google ad word.
- iii. What is SEO? Explain various SEO tools (any 5)
- iv. Explain various social media marketing platforms in details.
- v. Explain the working of Google analytics tool in detail.

