

DIGITAL MARKETING
5th Exam/IT/5095/Nov'24
(For 2018 Batch Onwards)

Duration: 3Hrs.

M.Marks:75

SECTION-A

Q1. Do as directed.

15x1=15

- a. Expand SEO.
- b. Name any two social media, where internet marketing is higher.
- c. State any two uses of Digital Marketing.
- d. Write a short note on how to track social media traffic.
- e. Define Google AdWords Remarketing?
- f. Search engine marketing is a form of internet marketing. (T/F)
- g. Expand SEM.
- h. Delivering e-mail based customer support is an example of satisfying customer requirements. (T/F)
- i. Digital marketing cannot reach targeted buyer more effectively. (T/F)
- j. Seller buy products & buyer use product. (T/F)
- k. What is Brainstorming?
- l. What is keyword?
- m. Expand SMM.
- n. Social media affect Search Engine Optimization. (T/F)
- o. Write a short note on how to select the right keyword.

SECTION-B

Q2. Attempt any six questions.

6x5=30

- i. What are the possible objectives of digital marketing?
- ii. Briefly explain Search Engine Optimization.
- iii. How to set up a company profile in Whats App Business?
- iv. Write the key advantages of Facebook.
- v. Explain Google Analytics Account Structure with diagram.
- vi. Differentiate between Google Analytics & Google Tag Manager.
- vii. What are on-page and off-page optimization?
- viii. Differentiate between Traditional Marketing and Digital Marketing.
- ix. What do you understand by Social Media Marketing strategy?
- x. Discuss the impact of social media on Business.

SECTION-C

Q3. Attempt any three questions.

3x10=30

- a. Discuss the importance and advantages of Digital Marketing.
- b. What is e-mail marketing? List the advantages and limitations of e-mail Marketing.
- c. What is Google Ad Words? How Google Ad Words work? Explain.
- d. Explain keywords in Digital Marketing? How important is it for Search Engine Optimization?
- e. Define the following. i) Digital Marketing ii) Social Media Marketing
 iii) Email Marketing iv) Video Marketing v) Search Engine Marketing
- f. What are the essential Search Engine Optimization guidelines for website owner, designer, blogger and content writer? Explain.