

No. of Printed Pages : 4

Sl. No.

B3.E1-R5 : DIGITAL MARKETING

DURATION : 03 Hours

MAXIMUM MARKS : 100

Roll No. :

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Answer Sheet No. :

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Name of Candidate : _____ ; **Signature of Candidate :** _____

INSTRUCTIONS FOR CANDIDATES :

- Carefully read the instructions given on Question Paper, Answer Sheet.
- Question Paper is in English language. Candidate has to answer in English Language only.
- Question paper contains Seven questions. The Question No. 1 is compulsory. Attempt any FOUR Questions from Question No. 2 to 7.
- Parts of the same question should be answered together and in the same sequence.
- Questions are to be answered in the ANSWER SHEET only, supplied with the Question Paper.
- Candidate cannot leave the examination hall/ room without signing on the attendance sheet and handing over his/her Answer Sheet to the Invigilator. Failing in doing so, will amount to disqualification of Candidate in this Module/Paper.
- After receiving the instruction to open the booklet and before answering the questions, the candidate should ensure that the Question Booklet is complete in all respects.

DO NOT OPEN THE QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO.

1.
 - (a) Explain the advantages of Digital Marketing over Traditional Marketing.
 - (b) How does SEO work ?
 - (c) What do you understand by PPC and how does PPC marketing work ?
 - (d) How can you build a successful social media marketing strategy ?
 - (e) How is content marketing beneficial ?
 - (f) How can you differentiate between Affiliate Marketing and Referral Marketing ?
 - (g) How can you generate leads through digital marketing ? (7x4)

2.
 - (a) What is the difference between On-Page and Off-Page Optimization in SEO ?
What tools are included in an SEO Tool Kit ?
 - (b) Explaining key aspects, shed some light on SERP. What is Page Rank and how it works ? (9+9)

3.
 - (a) What do you understand by Search Engine Marketing and how is it different from other digital marketing channels ?
 - (b) What is Pay-Per-Click (PPC) Advertising ? How can businesses strategize PPC campaigns effectively and measure PPC campaign performance ? (9+9)

4.
 - (a) Suppose you are given a task to create impactful content to drive traffic on your website so what techniques would you use to enhance your content writing skills ?
 - (b) How can Facebook be used as an efficient marketing tool in today's internet era ? Compare the popular social media platforms such as Facebook, LinkedIn, and Instagram for marketing. (9+9)

5.
 - (a) What are the key steps to start affiliate marketing as a business ? How do you see the future scope of affiliate marketing in India ?
 - (b) Explain how can you best use google analytics to increase your potential customers. (9+9)

6.
 - (a) How can use of effective keywords help you grow traffic on your website ?
 - (b) What do you understand by online reputation management and how is it useful ? (9+9)

7. Write short notes on following :
 - (a) E-mail marketing
 - (b) Meta tags
 - (c) Types of digital touch points (6+6+6)

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SPACE FOR ROUGH WORK

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