B3.E1-R5 : DIGITAL MARKETING

DURATION : 03 Hours   **MAXIMUM MARKS : 100**

Roll No. :   **Answer Sheet No. :**

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) What are the fundamental concepts and strategies involved in marketing of products and services through the digital medium ?

   (b) What are some common misconceptions or myths about SEO ?

   (c) What are the roles of meta tags and meta descriptions in website optimisation ?

   (d) What are Search Engine Result Pages (SERPs), and how do they impact businesses' online visibility and user engagement ?

   (e) Why is Social Media Marketing (SMM) considered essential for businesses ?

   (f) What are the advantages of using different text formats, such as HTML or Plain Text, in email marketing campaigns ?

   (g) What are the key benefits of implementing CRM integration strategies for businesses ?

   (7x4)

2. (a) What is the role of the traditional marketing concept of the 4Ps (Product, Price, Place, Promotion) in the context of digital marketing strategies ?

   (b) What are the different types of SEO strategies ?　　　　　**(9+9)**

3. (a) What is a Bid Management Plan in digital advertising ? What are the key components and strategies involved in developing and implementing an effective Bid Management Plan ?

   (b) What are the fundamental steps and considerations for building a successful social media strategy ?　　　　　**(9+9)**

4. (a) What are the key metrics and methods for measuring the success of email marketing campaigns ?

   (b) What is Affiliate Marketing ? How do businesses leverage Affiliate Marketing strategies to drive sales and expand their reach effectively ?

   (9+9)

5. (a) What is Google Analytics ? How do businesses utilise Google Analytics to gain insights, make informed decisions and optimise their online presence ?

   (b) How can businesses effectively leverage the use of social media platforms such as Facebook, LinkedIn, and Instagram for marketing purposes ?

   (9+9)

6. (a) What are marketing automation tools and how do businesses utilise them to streamline repetitive tasks, nurture leads, personalise customer experiences and optimise their overall marketing efforts ?

(b) What are the strategies for building lead sources and tracking leads effectively in digital marketing ? Discuss the importance of link building for generating leads.

(9+9)

7. Write Short notes on the following :

(a) Online Reputation Management

(b) Channel Analytics

(c) Market Analysis

(6+6+6)

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SPACE FOR ROUGH WORK