

H

Roll No.

BCH-401

**B. COM. (H) (FOURTH SEMESTER)
MID SEMESTER EXAMINATION,**

April/May, 2022

DIGITAL MARKETING

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing
any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) How is digital marketing different from
traditional marketing ? Explain citing
suitable examples. 10 Marks (CO1)

OR

- (b) Explain social media marketing in detail
giving appropriate examples.

10 Marks (CO1)

P. T. O.

(2)

2. (a) What are search engines and how are they useful ? 10 Marks (CO2)

OR

- (b) Explain different search engines in detail.

10 Marks (CO2)

3. (a) How can a brand be built effectively using Facebook ? 10 Marks (CO1)

OR

- (b) Write some uses of Blogs. 10 Marks (CO1)

4. (a) Explain SEO in detail. 10 Marks (CO2)

OR

- (b) What is PPC marketing ? Explain citing suitable examples. 10 Marks (CO2)

5. (a) What is digital marketing ? What are the challenges and opportunities in digital marketing ? 10 Marks (CO1)

OR

- (b) Explain Online PR and reputation management in detail. 10 Marks (CO1)