BCH–401

B. COM. (H) (FOURTH SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

DIGITAL MARKETING.

Time : 1½ Hours

Maximum Marks : 50

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

(ii) Each sub-question carries 10 marks.

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

OR

(b) Design a social media marketing strategy for a deodorant brand to be introduced in India. (CO1)

P. T. O.

2. (a) Among SEG and PPC which one is more effective and why ? Citing relevant real-life examples differentiate between SEO and PPC. (CO2)

OR

(b) Suppose you have a startup then how will you use google analytics for lead creation and conversions ? (CO2)

3. (a) How can a brand be built effectively using Twitter ? (CO1)

OR

(b) Explain the following with relevant examples : (CO1)

- Microblogging

- Podcast

- Wikis

4. (a) Suppose you are a digital marketing manager of an IT firm; you are given a task to increase traffic on your website. How would you do the allotted task ? Explain citing suitable examples. (CO2)

OR

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

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

OR

(b) Explain Online PR and reputation management in detail.