

SECTION-B

2. Identify the strengths and capabilities of the different digital and social media platforms which can help in marketing a new venture.
3. Explain the benefits and importance of Affiliate Marketing. How is it different from viral and referral marketing? Give examples
4. What is SEO? Explain the difference between on-page and off-page SEO. Explain major on- page SEO tools and techniques.
5. Write short notes on following :
 - a. SMO.
 - b. SWOT analysis of website.
6. Content is king in DSMM. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?
7. Write short notes on :
 - a. Use of blogging as content strategy.
 - b. Strategic building blocks of content marketing.

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