



Class Test - 1
Even Semester 2020-21

Subject Code: ROE-081
Year: 4th

Subject Name: Digital and Social Media Marketing
Branch: Computer Science & Engineering

[Time: 60 minutes]

[Total Marks: 20]

CO1: Explain the importance of applying Digital marketing practices to business's marketing strategy and plan.

CO2: Define Social media marketing goal's essential to achieve successful online campaigns.

CO3: Understand different type of marketing using marketing analytic tools.

CO4: Describe Digital transformation leadership principle, values to business and effective cost for digital success.

CO5: Recognize trends, innovation and security issues in digital marketing.

SECTION-A

Attempt two questions. (In one word to approx. 50 words)

(3×2=6)

- (1) Define Search Engine Optimization (SEO) and Pay-Per-Click (PPC).
- (2) Write benefits and limitations of traditional marketing.
- (3) Differentiate between Traditional and Digital Marketing with example.
- (4) Define Retargeting Ads and how does it work?

SECTION-B

Attempt two questions. (In 50 words to approx. 250 words)

(7×2=14)

- (1) Define Digital Marketing and describe their benefits in new digital world.
- (2) Explain best practices for Digital Marketing Strategies.
- (3) Describe different types of Digital Marketing with real life example.
- (4) Write the reasons for shifting of marketing from traditional to digital world.