



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – BBA
Subject Name : Digital Marketing
Subject Code : BBX05104_BBB05104_BBC05104

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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| Q.1 | Why is SWOT Analysis important for your website's success? | Marks (3) |
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OR

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| Q.2 | What do you mean by online reputation management? Explain its scope & importance | (3) |
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| Q.3 | What do you mean by SEO? | (3) |
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OR

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| Q.4 | You are a marketing solutions provider in a prominent city in Gujarat, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain the tools which you would use on these platforms. | (3) |
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Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | What do you mean by Google Web Master Tools? | (3) |
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OR

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| Q.6 | Write the importance of reputation management. Explain the tools and strategies of online reputation management. | (3) |
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| Q.7 | Content is king in Digital marketing. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords? | (3) |
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OR

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| Q.8 | What is Search Traffic in Google Webmaster and How you can use it for enhancing the traffic of Website? | (3) |
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