Semester IV (B.Tech)

Er. No. 2018308

Academic Year: 2021-22

Jaypee University of Engineering & Technology, Guna

T-3 (Even Semester 2022)
18B14HS441-Concept of Digital Marketing

Maximum duration: 2 Hours

Maximum Marks: 35

Notes:
1. This question paper has 7 questions.
2. Write relevant answers only.
3. Do not write anything on the question paper except Enroll No.

Q1. According to US Marketers (2017), explain five leading objectives of social media and their importance with the help of a relevant example. **[05]**

Q2. "To create a successful social media marketing campaign, organizations must think about the target group and their interest". Are you agree with the statement, elucidate your opinion with reference to the classification of audience groups and their interest? **[05]**

Q3. "Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages". In lieu of the statement, explicate the outcome analysis and its various methods. **[05]**

Q4. "Social listening is the monitoring of your brand's social media channels for any customer feedback and direct mentions of your brand or discussions regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities". Are you agree with the statement, and justify your answer with the help of various social listening applications? **[05]**

Q5. Explain the different types of campaigns in the Google Display Advertisement with the help of examples. **[05]**

Q6. Why Ad Rank is important for any organization? How does any organization increase the ad rank of a PPC ad campaign? Justify your answer with the help of a relevant example. **[2+2+1]**

Q7. "Developing a digital marketing plan will help you identify what makes your business unique and how to get your message out to your audiences through a variety of digital channels". In lieu of the statement, elucidate the digital marketing plan for a new startup related to IT industry startup. **[05]**

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