

Total No. of Questions : 4]

SEAT No. :

PA-10197

[Total No. of Pages : 1

[6010]-69

B.E. (Electronics /E & TC) (Insem)

DIGITAL MARKETING

(2019 Pattern) (Semester - VIII) (Elective - VI) (404192 D)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4.
- 2) Neat diagrams be drawn wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) Use of calculator is allowed.
- 5) Assume suitable data if necessary.

- Q1)** a) Describe the need to understand demographics in digital marketing. [8]
b) Discuss the strategies for design of service page and product page. [7]

OR

- Q2)** a) What is the role of Google analytics tool in website for digital marketing? [8]
b) Describe the various aspects of segmentation, targeting and positioning in Digital marketing. [7]
- Q3)** a) Write key points which are taken into consideration in offsite SEO. [7]
b) Discuss how data and traffic analytics are important in SEO. [8]

OR

- Q4)** a) What are the steps in SEO auditing towards optimizing performance of search engine? [8]
b) Discuss the need for study and analyze the Competitor's Website and their traffic sources. [7]

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