

Total No. of Questions : 4]

SEAT No. :

PB290

[6270] 79

[Total No. of Pages :1

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

DIGITAL MARKETING

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

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) *Answers: Q.1 or Q.2 and Q.3 or Q.4.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data, if necessary.*

- Q1)** a) Give the difference between Digital marketing and traditional marketing. [8]
b) Explain segmentation, Targeting and positioning model of digital marketing. [7]

OR

- Q2)** a) List out objectives of website. [7]
b) Write short notes on- [8]
i) Digital Marketing Portfolio
ii) Mobile Friendly Websites

- Q3)** a) Detail about on-page optimization and off-page optimization techniques. [8]
b) Elaborate the need of analysis of competitor's website. [7]

OR

- Q4)** a) Explain digital marketing on various social media platforms. [8]
b) What do you mean by link building? Give suitable example. [7]

