SEAT No. :

PB2307

[6263]-146

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B.E. (Electronics / E&TC)
DIGITAL MARKETING
(2019 Pattern) (Semester - VIII) (Elective - VI) (404192 D)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.*
2) *Neat diagrams must to 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) Explain the preventive measures for Ad Hi-Jack. **[9]**

b) Explain the concept of shared budget in search engine marketing and how it can be applied to mobile advertising campaigns. **[8]**

OR

Q2) a) Explain the bidding strategy for CPC. **[9]**

b) Explain the steps involved in designing Image Ads and Video Ads. **[8]**

Q3) a) Enlist the advantages and disadvantages of social media in business. **[8]**

b) What do you mean by campaign optimization in Facebook? **[9]**

OR

Q4) a) Explain in detail Facebook marketing and the type of Facebook advertising. **[9]**

b) Explain in brief about YouTube monetization. **[8]**

Q5) a) Explain the importance of billing and reporting in social media marketing and how they contribute to measuring the effectiveness of campaigns. **[9]**

b) How to improve the traffic and lead generation quality with LinkedIn ads? **[9]**

OR

P.T.O.

Q6) a) What do you mean by email marketing? Discuss on its types. **[9]**

b) Discuss the benefits of implementing a segmentation strategy in email marketing for social media marketing campaigns. **[9]**

Q7) a) Explain the concept of Mob-Ad in digital marketing and its significance in reaching and engaging with mobile users. **[9]**

b) Discuss the importance of online reviews in digital marketing and their impact on consumer decision-making and brand reputation. **[9]**

OR

Q8) a) Explain the concept of''NoClick Searches'' in digital marketing and its impact on search engine result pages. **[9]**

b) What is visual search in digital marketing? Explain the different ways of doing visual search with example. **[9]**

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