

Total No. of Questions : 8]

SEAT No. :

P-6611

[Total No. of Pages : 2

[6181]-173

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

DIGITAL MARKETING

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q. No. 1 or 2, Q.No. 3 or 4, Q5 or Q6, Q7 or Q8.
- 2) Neat diagrams 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 importance of AdWords and Google Ads in SEM and how they enable businesses to reach their target audience effectively. [9]
- b) Explain the concept of PPC (Pay-Per-Click) cost formula in search engine marketing and its significance in calculating campaign expenses. [8]

OR

- Q2)** a) Describe the steps involved in setting up the Google Analytics tracking code on a website or blog to start collecting data for SEM analysis. [9]
- b) State the difference between SEO and SEM. [8]

- Q3)** a) Write short notes on Facebook app and shopping marketing? [9]
- b) Explain the different social media platforms for marketing & the development data driven audience and campaign insight? [8]

OR

- Q4)** a) Explain the process of creating your first ad on Facebook for social media marketing and its significance for businesses? [9]
- b) List out the benefits of social media marketing. [8]

P.T.O.

Q5) a) List out different types of LinkedIn advertising and explain any one in detail. [9]

b) What are the different social media platforms. Explain any one in detail. [9]

OR

Q6) a) Write down the steps for email campaigning through HTML. [9]

b) Discuss the benefits of importing email lists into social media platforms for targeted advertising and audience segmentation. [9]

Q7) a) Discuss role of chatbots in digital marketing and their impact on customer engagement. [9]

b) Discuss the ethical consideration and potential challenges in affiliate marketing, such as fraud, compliance and maintaining transparency with consumers. [9]

OR

Q8) a) What are podcasts? Explain the types of podcasts in detail. [9]

b) Discuss the process of obtaining Google verified listing and the necessary steps involved. [9]

