

Total No. of Questions : 8]

SEAT No. :

P6975

[Total No. of Pages : 2

[5865]-51

M.C.A. (Management) (Semester - V)

IT-51 : SOCIAL MEDIA AND DIGITAL MARKETING
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. 1 and Q. 8 are compulsory.*
- 2) *Solve any five from the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) A newly established start-up company per pates spare parts for mobile phones for growth of their business they are in process of Digital Marketing with help of Facebook Marketing and twitter Marketing, being Digital Marketing Executive how will you create and promote their Digital Marketing plat form. **[10]**

Q2) How Digital Marketing is different than Traditional Marketing with respect to Return on Investment (ROI)? **[10]**

Q3) Explain in detail various strategies for Digital Marketing. **[10]**

Q4) What is on page optimization? Explain How it works. **[10]**

Q5) What is off page optimization? Explain How it works? **[10]**

Q6) Explain various tools of social media and Digital Marketing? **[10]**

Q7) Explain PPC (Pay Per Click) Technique and Google Adwords in Search Engine Marketing (SEM)? **[10]**

P.T.O.

Q8) Write short notes on (Any two) :

[10]

- a) Google Analytics
- b) SWOT Analysis of Business
- c) Free Classifieds
