

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)

- Q.23 What are the different digital marketing channels available?
- Q.24 What is SEO? How it is helpful in digital marketing?
- Q.25 Discuss in detail Ethical and Legal consideration in digital marketing.

No. of Printed Pages : 4

Roll No.

226753M

5th Sem.

Branch : Business Management (Marketing)
Subject : Digital Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 What is the primary goal of digital marketing?
- a) Increase brand Awareness
 - b) Drive traffic to a website
 - c) Generate leads & sales
 - d) All of the above
- Q.2 Which of the following is NOT a component of digital marketing?
- a) SEO
 - b) Direct Mail
 - c) Content marketing
 - d) Social media marketing
- Q.3 What does SEO stand for?
- a) Search Engine Optimization
 - b) Social Engagement Optimization
 - c) Search Engagement Operations
 - d) Social Engine Organization

Q.4 Which digital marketing strategy focuses on creating and distributing valuable content?

- a) SEO
- b) Content marketing
- c) Social media marketing
- d) Paid advertising

Q.5 What is a common metric used to measure the success of email marketing campaigns?

- a) Open rate
- b) Bounce rate
- c) Conversion rate
- d) Click through rate

Q.6 Which platform is primarily used for B2B marketing?

- a) Instagram
- b) Facebook
- c) LinkedIn
- d) TikTok

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

Q.7 A high bounce rate is generally considered a positive indicator of website performance. (True/False)

Q.8 Analytics tools are essential for measuring the effectiveness of digital marketing strategies. (True/False)

Q.9 Influencer marketing can help brands reach new audiences. (True/False)

Q.10 Organic traffic refers to visitors who arrive at a website through paid advertisements. (True/False)

Q.11 Content curation involves gathering and sharing relevant content from various sources. (True/False)

Q.12 The main goal of SEO is to generate traffic through social media. (True/False)

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

Q.13 What is Digital marketing? Give an example.

Q.14 Explain in brief the Evolution of Digital marketing.

Q.15 What are KPI's in digital marketing strategies?

Q.16 Discuss in brief the e-mail marketing strategy.

Q.17 What are Blog and Infographics?

Q.18 Explain in brief the Influencer marketing. Give some relevant example.

Q.19 Explain in brief the Off page and On Page SEO techniques.

Q.20 How ROI analysis is done for PPC campaigns?

Q.21 Discuss in brief Digital analytics and Reporting tools.

Q.22 How digital marketing campaigns can be optimised?