

- Q.19 Discuss the impact of social media on consumer behavior.
- Q.20 What are some ethical considerations in digital marketing?
- Q.21 Discuss in brief the Google ads and campaign optimization.
- Q.22 Discuss the concept of budgeting for PPC campaigns.

SECTION-D

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

- Q.23 What is Digital Marketing ? Discuss the evolution of digital marketing.
- Q.24 Discuss the different types of contents used in Digital Marketing.
- Q.25 Discuss future trends in digital marketing and their potential impact on businesses.

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5th Sem. / 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 does PPC stand for in digital marketing ?
a) Pay Per Click b) Pay Per Conversion
c) Pay Per Customer d) Pay Per Campaign
- Q.2 Which type of content is most effective for engaging audiences on social media?
a) Text-only posts b) Video content
c) Long-form articles d) Newsletters
- Q.3 What is keyword in the context of SEO?
a) A unique identifier for a website
b) A term used to describe website aesthetics
c) A word or phrase that users search for in search engines
d) A metric used to measure website traffic

(20)

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Q.4 Which analytics tool is commonly used for tracking website performance?

- a) Hootsuite
- b) Google Analytics
- c) Buffer
- d) SEMrush

Q.5 What does the term “conversion rate “ refer to ?

- a) The percentage of visitors who leave a site
- b) The percentage of visitors who complete a desired action
- c) The total number of website visitors
- d) The number of clicks on a website

Q.6 Which of the following is a benefit of social media marketing ?

- a) High cost
- b) Immediate customer feedback
- c) Limited audience reach
- d) None of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$

Q.7 Digital marketing includes both online and offline marketing strategies. (True/False)

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Q.8 SEO is primarily focused of improving website visibility in search engine results. (True/False)

Q.9 Content marketing is only about creating written content. (True/False)

Q.10 PPC advertising can yield immediate traffic to a website. (True/False)

Q.11 Social media marketing is only effective for B2C businesses. (True/False)

Q.12 Email marketing is an outdated practice in digital marketing. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. $(8 \times 4 = 32)$

Q.13 What are the different career opportunities available in Digital marketing ?

Q.14 Discuss in brief the key digital marketing platforms.

Q.15 Explain the role of SEO in digital marketing .

Q.16 What is the importance of content marketing ?

Q.17 Discuss the significance of analytics in digital marketing .

Q.18 Explain the concept of influencer marketing .

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