

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 are available?
- Q.24 What is SEO? How it is helpful in digital marketing?
- Q25 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?
- SEO
 - Content marketing
 - Social media marketing
 - Paid advertising
- Q.5 What is a common metric used to measure the success of email marketing campaigns?
- Open rate
 - Bounce rate
 - Conversion rate
 - Click through rate
- Q.6 Which platform is primarily used for B2B marketing?
- Instagram
 - Facebook
 - LinkedIn
 - 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 In-fluencer 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 gather inf 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 is 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?