

Enhancing Digital Government and Economy (EDGE) Project

Digital Skill Training Program for Students

Mid-Term Examination

Course: Digital Marketing (DIM)

Level: Foundation

Venue: Mawlana Bhashani Science and Technology University (MBSTU)

Time: 1 Hours 30 Minutes Total Marks: 20 (Answer any four of the following questions)

1. Facebook Page Setup for Business

Assume you are setting up a Facebook page for a local clothing store. List and explain the steps involved in creating a professional and optimized Facebook business page. Include details like profile picture, cover photo, and essential settings.

(5 marks)

2. YouTube SEO Project Motorbike Channel

YouTube SEO project for a Motorbike YouTube Channel, including title, tags, description, and thumbnail optimization.

(5 marks)

3. Lead Generation Campaign

Set up a Lead Generation Campaign for 10 Minute School and what kind of forms should be used to capture leads effectively.

(5 marks)

4. Facebook Like Campaign

Setup the steps to run a Facebook Like Campaign for Aarong and why it is important for page growth

(5 marks)

5. Send Message Campaign

Outline the process to create a Send Message Campaign for Aarong and discuss its purpose.

(5 marks)

6. Brand Awareness Campaign

How would you set up a Brand Awareness Campaign for Aarong? Include steps like objective selection, audience targeting, and ad format.

(5 marks)