**Q1) E-Commerce ( Definition , Advantages , Types )**

a) Internet Marketing

b) Digital Display Marketing

c) SEM ( Importance / Needs ) ( difference Between SEO & SEM )

**Q2) Digital Marketing ( Definition , Types )**

a) Difference Between Traditional and Digital Marketing .

**Q3) Content Management ( Definition , Features )**

a) Digital Marketing Planning.

b) Swot Analysis

c) Target Audience Analysis ( Importance , Steps )

**Q4) Web Designing ( How it Affects to Digital Marketing )**

a) Web Optimization ( Definition and Technique’s )

b) Microsoft Expression Web ( How to Create Website in it )

**Q5) SEO ( Definition , Types , Technique’s )**

a) Difference between White Hat & Black Hat SEO.

b) Search Engine and it’s Working

**Q6) Customer Relationship Management (Definition , Ingredients , Objectives , Types , Platform , Model)**

**Q7) Social Networking Sites ( Definition , explain Facebook Twitter LinkedIn Instagram in terms of Advertising )**

a) Web Analytics ( Definition , Tools )

b) Social Media Marketing ( Definition , Types )

c) E-Mail Marketing (With Steps) .

d) Digital Marketing Tools.

**Q8) Digital Marketing Budget**

a) Steps to Decide Digital Marketing Budget.