

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc(Graphics & Web Designing) (Sem.-6)

DIGITAL MARKETING

Subject Code : UGCA1947

M.Code : 91999

Date of Examination : 03-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **FOUR** questions.

SECTION-A

- 1. Write briefly :**
 - a. List the activities of Digital Marketing.
 - b. List drawbacks of email marketing.
 - c. What is lead nurturing?
 - d. What is influencer marketing?
 - e. Outline role of keyword analysis in SEO
 - f. What is page rank technology?
 - g. What are different types of keywords.
 - h. What is the importance of a landing page?
 - i. What is mobile advertising?
 - j. What is CTR?

SECTION-B

2. Explain the P-O-E-M framework in digital marketing strategy. What are the major differences between traditional and digital marketing?
3. Why should you have Instagram in your social media plan? Explain the unique features of it.
4. Elaborate on SEO and its application in digital marketing. Explain the principles of SEO.
5. Elaborate on website design and website content along with its advantages.
6. What is keyword analysis? Discuss tools which can be used to conduct a keyword analysis.
7. Explain advantages and disadvantages of online advertising. What are different forms of online advertisements? Give examples.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.