

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc(IT) (Sem.-6)

DIGITAL MARKETING

Subject Code : UGCA-1947

M.Code : 91723

Date of Examination : 02-01-2023

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. Differentiate between e-commerce, e-business, and e-marketing.
- b. What is POEM?
- c. Differentiate between sponsorship emails and transactional emails.
- d. What is SMM?
- e. Outline role of keywords in SEO.
- f. What is onsite optimization?
- g. What is blogging?
- h. What is click through rate?
- i. What is search engine marketing?
- j. What is content marketing?

SECTION-B

2. Which factors are responsible for the transition of Traditional Marketing to Modern Marketing? Do you think omni channel approach is suitable in India? Why?
3. **Write short notes on following :**
 - a. Sponsorship emails and Transactional emails
 - b. Viral and Affiliate marketing.
4. Differentiate between Search Engine Optimization and Search engine marketing. Discuss advantages of SEO as a marketing channel
5. **Explain the difference between :**
 - a. White-Hat and Black-Hat SEO
 - b. On-Page and Off-Page Optimization.
6. “*Content marketing is becoming crucial to propel all other kinds of digital marketing areas*”. Discuss the main reasons for this shift and highlight the tools of content marketing.
7. Traditionally, web analytics helped evaluate website performance, but the emerging Web 2.0 world involves analytics activities like multiple-outcome analysis, site testing, understanding customer and competition. Discuss these different analytics activities and their use to the digital marketing world.

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.