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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Electronics & Information Technology) (Sem.–5)

**DIGITAL MARKETING**

Subject Code : BVET 503-20

M.Code : 93211

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 FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Write briefly :**

- a) What is Digital Marketing?
- b) What do you mean by Blogging?
- c) Explain the URL Structure.
- d) What is Social Media Marketing?
- e) What is Remarketing?
- f) What is Viral Marketing?
- g) What do you mean by the term traffic?
- h) What is Audience in Digital Marketing?
- i) What is Google Analytics?
- j) What is Google suggest?

## **SECTION-B**

2. Explain the Various Channels of Digital Marketing.
3. Why keyword research is important in SEO?
4. Discuss about Facebook Marketing in detail.
5. What is Content Marketing? Explain the types of content.
6. What is Lead Generation? How to generate leads by running paid ads campaign?

## **SECTION-C**

7. What is SEO? Explain the on-page and Off-page SEO in detail.
8. Explain the Social Media Marketing Strategy and Business page setup in detail.
9. What are Google Ads? How to setup a Google ad campaign? Write and explain all the steps of Google Ads Campaign.

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