SEAT No. :

P-6611

[6181]-173

B.E. (Electronics)/(E & TC)
DIGITAL MARKETING
(2019 Pattern) (Semester - VIII) (Elective - VI) (404192D)

Time : 2½ Hours] *[Max. Marks : 70*

Instructions to the candidates:

1) *Answer Q. No. 1 or 2, Q.No. 3 or 4, Q5 or Q6, Q7 or Q8.*
2) *Neat diagrams to be drawn wherever necessary.*
3) *Figures to the right indicate full marks.*
4) *Use of calculator is allowed.*
5) *Assume suitable data if necessary.*

Q1) a) Explain the importance of AdWords and Google Ads in SEM and how they enable businesses to reach their target audience effectively. **[9]**

b) Explain the concept of PPC (Pay-Per-Click) cost formula in search engine marketing and its significance in calculating campaign expenses. **[8]**

OR

Q2) a) Describe the steps involved in setting up the Google Analytics tracking code on a website or blog to start collecting data for SEM analysis. **[9]**

b) State the difference between SEO and SEM. **[8]**

Q3) a) Write short notes on Facebook app and shopping marketing? **[9]**

b) Explain the different social media platforms for marketing & the development data driven audience and campaign insight? **[8]**

OR

Q4) a) Explain the process of creating your first ad on Facebook for social media marketing and its significance for businesses? **[9]**

b) List out the benefits of social media marketing. **[8]**

Q5) a) List out different types of Linkedln advertising and explain any one in detail. **[9]**

b) What are the different social media platforms. Explain any one in detail. **[9]**

OR

Q6) a) Write down the steps for email campaigning through HTML. **[9]**

b) Discuss the benefits of importing email lists into social media platforms for targeted advertising and audience segmentation. **[9]**

Q7) a) Discuss role of chatbots in digital marketing and theirimpact on customer engagement. **[9]**

b) Discuss the ethical consideration and potential challenges in affiliate marketing, such as fraud, compliance and maintaining transparency with consumers. **[9]**

OR

Q8) a) What are podcasts? Explain the types of podcasts in detail. **[9]**

b) Discuss the process of obtaining Google verified listing and the necessary steps involved. **[9]**

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