SEAT No. :

PB2307

[6263]-146

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

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.*

    2)   *Neat diagrams must 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 preventive measures for Ad Hi-Jack.   **[9]**

    b)   Explain the concept of shared budget in search engine marketing and how it can be applied to mobile advertising campaigns.   **[8]**

<div align="center">OR</div>

Q2) a)   Explain the bidding strategy for CPC.   **[9]**

    b)   Explain the steps involved in designing Image Ads and Video Ads. **[8]**

Q3) a)   Enlist the advantages and disadvantages of social media in business.**[8]**

    b)   What do you mean by campaign optimization in Facebook?   **[9]**

<div align="center">OR</div>

Q4) a)   Explain in detail Facebook marketing and the type of Facebook advertising.   **[9]**

    b)   Explain in brief about YouTube monetization.   **[8]**

Q5) a)   Explain the importance of billing and reporting in social media marketing and how they contribute to measuring the effectiveness of campaigns.**[9]**

    b)   How to improve the traffic and lead generation quality with LinkedIn ads?   **[9]**

<div align="center">OR</div>

Q6) a) What do you mean by email marketing? Discuss on its types. **[9]**

b) Discuss the benefits of implementing a segmentation strategy in email marketing for social media marketing campaigns. **[9]**

Q7) a) Explain the concept of Mob-Ad in digital marketing and its significance in reaching and engaging with mobile users. **[9]**

b) Discuss the importance of online reviews in digital marketing and their impact on consumer decision-making and brand reputation. **[9]**

OR

Q8) a) Explain the concept of"NoClick Searches'' in digital marketing and its impact on search engine result pages. **[9]**

b) What is visual search in digital marketing? Explain the different ways of doing visual search with example. **[9]**

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