

Total No. of Questions : 8]

**PD4640**

SEAT No. :

[Total No. of Pages : 2

**[6404]-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) Figures to the right indicate full marks.
- 3) Neat diagram must be drawn wherever necessary.
- 4) Assume suitable data, if necessary.
- 5) Use of non-programmable calculator is allowed.

**Q1) a) Explain keyword planner. List out benefits of it. [9]**

**b) Explain methods of mobile advertising. [8]**

**OR**

**Q2) a) Explain different types of search engine marketing tools used by business organization. [9]**

**b) Explain the importance of Adwords and Google Ads in SEM and how they enable businesses to reach their target audience effectively. [8]**

**Q3) a) Explain B to C perspective and B to B perspective [8]**

**b) Which are the different requirements to start monetizing youtube videos? [9]**

**OR**

**Q4) a) Explain different social media platforms for marketing and the development data driven audience and campaign insights. [9]**

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

**P.T.O.**

- Q5) a)** Write in detail about- [9]  
i) Responder Tracker  
ii) Lead generation  
**b)** Detail about the steps for email campaigning through HTML. [9]

OR

- Q6) a)** Elaborate the steps involved in planning email marketing campaign. [9]  
**b)** List out different types of Linked In advertising techniques and explain in detail. [9]
- Q7) a)** Describe detail about online reviews. Why are online reviews important for customers and businesses? [9]  
**b)** Write short notes on [9]  
i) No click searches  
ii) Voice search

OR

- Q8) a)** Discuss about OTT Platforms. Explain its advantages and disadvantages. [9]  
**b)** Discuss about affiliate marketing with respect to ethical considerations and potential challenges. [9]

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