Total No. of Questions : 8]

SEAT No. :

PF5300

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

Time : 2½ Hours] *[Max. Marks : 70*

Instructions to the candidates:

1) ***Answer Q1 or Q2, Q3 or Q4, 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) Discuss the concept of Ad Page Rank in the context of search engine marketing. Explain how it determined, its significance in ad placement. **[9]**

b) Write short note on Search Engine Marketing tools. **[8]**

OR

Q2) a) Evaluate the potential risks and challenges associated with attempting to hijack a competitor's video audience. **[9]**

b) Write short note on Website or Blog Linking Google Analytics. **[8]**

Q3) a) Compare and contrast three major social media platforms commonly used for marketing purposes. Highlight their unique features. **[9]**

b) Discuss about Youtube ads and Youtube analytics in detail. **[8]**

OR

Q4) a) Explore the features and functionalities of Facebook Power Editor as tool for advanced social media advertising. **[9]**

b) List out the steps required for YouTube Account Setup while creating a business account with a personal account and explain about YouTube Monetization. **[8]**

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Q5) a) Elaborate on the key principles of using Linkedln professionally as a social media platform for personal branding and networking. Provide specific strategies for optimizing a Linkedln profile. **[9]**

b) Explain the significance of traffic and leads generation in the context of social media marketing. Provide three effective strategies for increasing website traffic and generating leads through social media platform. **[9]**

OR

Q6) a) Write short note on segmentation strategies. **[9]**

b) Discuss steps involved in web forms lead importing. **[9]**

Q7) a) Explain how Podcasts can be utilized as a marketing tool to enhance brand awareness engagement. Provide at least two examples. **[9]**

b) Define OTT platforms in the context of digital marketing. Provide a brief overview of their role and significance. **[9]**

Q8) a) Discuss the significance of Mobile Advertising in the current digital landscape, emphasizing its impact on user behavior and challenges faced by marketers. **[9]**

b) Discuss three key advantages of implementing automated bidding strategies in digital marketing campaign, highlighting the impact on efficiency and performance. **[9]**

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