

Total No. of Questions : 5]

SEAT No. :

P2129

[Total No. of Pages : 2

[5803]-301

S.Y. B.B.A. (Computer Application)

CA 301 : DIGITAL MARKETING

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) Attempt any Eight of the following.

[8×2=16]

- a) What is digital marketing in E-commerce?
- b) What is Internet marketing?
- c) What is Search Engine Results Pages (SERP)
- d) Which are types of internet marketing?
- e) What is Resource planning?
- f) What is CRM?
- g) What is digital marketing plan?
- h) What is SEO.
- i) Define cost budgeting?
- j) What is upload and download?

Q2) Attempt any Four of the following.

[4×4=16]

- a) What is social media marketing?
- b) What is difference between SEO & SEM?
- c) Explain digital marketing and list its advantages.
- d) Explain E-Marketing plan?
- e) Explain the SWOT Analysis?

P.T.O.

Q3) Attempt any Four of the following.

[4×4=16]

- a) Write advantages and disadvantages of CRM?
- b) Write phases in content management lifecycle?
- c) Write 5 D's of digital marketing?
- d) Write introduction of webpage?
- e) Write advantages of E-mail marketing?

Q4) Attempt any Four of the following.

[4×4=16]

- a) Write difference between traditional (Real) marketing advantages?
- b) Write CRM platform in detail?
- c) Write Video sharing-youtube?
- d) What is SEO Content?
- e) Write on types of SEO?

Q5) Write a short note any Two of the following.

[2×3=6]

- a) Stakeholders in CRM.
- b) Facebook.
- c) Twitter.

