

Total No. of Questions : 5]

SEAT No. :

PA-1966

[Total No. of Pages : 2

[5954]-301

B.B.A. (CA) (Semester - III)
CA-301 : DIGITAL MARKETING
(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Answer the following (Any Eight) :

[8 × 2 = 16]

- a) What is digital marketing?
- b) What is email marketing?
- c) Define the term Real Marketing.
- d) What is Content Management?
- e) Define web design.
- f) What is CRM platform?
- g) What is Social Media?
- h) Define YouTube Analytics.
- i) What is Resource Planning?
- j) What is Blogging?

P.T.O.

Q2) Attempt the following (Any Four) :

[4 × 4 = 16]

- a) Explain the search engine optimization.
- b) Describe Digital Marketing channels.
- c) Explain the concept SEO optimization.
- d) Explain CRM models in detail.
- e) Describe Digital Display Marketing.

Q3) Answer the following (Any Four) :

[4 × 4 = 16]

- a) How to understand Social Media Marketing?
- b) What is Social Media? Explain Blogging in detail.
- c) What is Web analytics? Describe the levels.
- d) Explain the concept of cost budgeting.
- e) Explain MS Expression Web.

Q4) Answer the following (Any Four) :

[4 × 4 = 16]

- a) Explain the visual identity of a facebook page.
- b) Explain the analyzing visition on Linkdin.
- c) What is email marketing? How to keep up with the conversion?
- d) Explain the concept Google Ads.
- e) How to create business account on YouTube?

Q5) Write a short note on (Any Two) :

[2 × 3 = 6]

- a) Optimization of Instagram profile.
- b) Social Networking.
- c) SWOT Analysis.

