

Total No. of Questions : 5]

SEAT No. :

**P6003**

[Total No. of Pages : 2

**[6144]-301**

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

**CA - 301 : DIGITAL MARKETING**

**(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Neat diagram must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Attempt any eight of the following:

**[8×2=16]**

- a) What is blogging?
- b) What is digital marketing in E-commerce?
- c) What is Resource planning?
- d) What is digital marketing.
- e) What is CRM?
- f) What is upload and download?
- g) Name the tools of social media marketing.
- h) What is web analytics?
- i) What is Internet marketing?
- j) What is Search Engine Results Pages (SERP)

**Q2)** Attempt any Four of the following :

**[4×4=16]**

- a) Explain structure of website.
- b) Explain E-Marketing plan?
- c) Explain the SWOT Analysis?
- d) Write advantages of E-mail marketing?
- e) Explain digital marketing and list its advantages.

**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) What is social media marketing?
- e) What is difference between SEO & SEM.

**Q4) Attempt any Four of the following:**

**[4×4=16]**

- a) What is SEO Content?
- b) Describe the steps to do Cost Control.
- c) Write the difference between Digital Marketing and Traditional Marketing.
- d) Write CRM platform in detail?
- e) Write on types of SEO?

**Q5) Write a short note on Any Two of the following:**

**[2×3=6]**

- a) KPI
- b) Target audience
- c) Pay-Per-Click

