

Total No. of Questions : 5]

SEAT No. :

**PB1460**

**[6226]-301**

[Total No. of Pages : 2

**S.Y.B.B.A.**

**COMPUTER APPLICATION**

**CA - 301 : Digital Marketing**

**(CBCS 2019 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) Explain On Pages SEO and Off Page SEO.
- b) Write any two advantage of CRM model.
- c) What is Cost Control?
- d) Write any two advantages fo Social Media.
- e) Define MS Expression Web.
- f) What is Facebook Ads?
- g) What is Content Management.
- h) Define Digital Display Marketing.
- i) What is Mobile Marketing?
- j) Explain Website.

**Q2)** Attempt any four of the following.

**[4×4=16]**

- a) What is social media marketing? Give its advantages and disadvantages.
- b) What is MS Expression web? Write the features of MS Expression?
- c) Explain type of E-Commerce in detail.
- d) Write the process of SEO.
- e) Explain Target group analysis.

**P.T.O.**

**Q3)** Attempt any four of the following.

**[4×4=16]**

- a) Write down the steps to create a Facebook Page.
- b) Explain type of E-Mail Marketing.
- c) Define resource planning and its type.
- d) Write down the benefits SEO.
- e) Elaborate various strategies to optimize websites.

**Q4)** Attempt any four of the following.

**[4×4=16]**

- a) Write difference between traditional SEO and SEM.
- b) Explain Pay-per-click advertising.
- c) Define CMS and its type.
- d) What is websites design. Write down the steps to design website.
- e) Define CRM and its components.

**Q5)** Write a short notes any two of the following.

**[2×3=6]**

- a) SWOT Analysis.
- b) Instagram.
- c) Twitter.

