

Total No. of Questions : 5]

SEAT No. :

PC1154

[6317]-101

[Total No. of Pages : 2

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) *Figures to the right indicate full marks.*
- 3) *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 the types of hyperlink on website?
- e) What is Resource planning?
- f) What is CRM?
- g) What is web analytics?
- 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) Describe the steps to do Cost Control.
- b) What is difference between SEO & SEM?
- c) Explain digital marketing and list its advantages.
- d) What is social media marketing?
- e) Explain the SWOT Analysis?

P.T.O.

Q3) Attempt any Four of the following. [4×4=16]

- a) Write the difference between Digital Marketing and Traditional Marketing.
- b) Write phases in content management lifecycle?
- c) Write 5 D's of digital marketing?
- d) Explain structure of website.
- e) Write advantages of E-mail marketing?

Q4) Attempt any Four of the following. [4×4=16]

- a) Explain E-Marketing plan?
- b) Write CRM platform in detail?
- c) Write Video sharing-youtube?
- d) Explain the concept SEO optimization.
- e) What is Web analytics? Describe the levels.

Q5) Write a short note on any Two of the following. [2×3=6]

- a) Facebook.
- b) URL.
- c) E-marketing.

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