

Total No. of Questions : 5]

SEAT No. :

PD-2916

[Total No. of Pages : 2

[6441]-501

S.Y. B.B.A.

COMPUTER APPLICATION

CA301 : Digital Marketing

(2019 Pattern) (CBCS) (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) Define Digital Display Marketing.
- b) What is Internet marketing?
- c) What is web analytics?
- d) Write any two advantages of social media.
- e) What is Blogging?
- f) What is Facebook Ads?
- g) What is upload and download?
- h) What is CRM?
- i) Explain website.
- j) What is Cost Control?

Q2) Attempt any Four of the following :

[4 × 4 = 16]

- a) Write 5 'Ds of digital marketing'?
- b) Elaborate various strategies to optimize websites.
- c) Explain the SWOT Analysis?
- d) Write the Process of SEO.
- e) Define resource planning and its type.

P.T.O.

Q3) Attempt any Four of the following :

[4 × 4 = 16]

- a) Explain the social networking (Facebook, LinkedIn, Twitter).
- b) What is Search Engine?
- c) What is personal Marketing and video Marketing?
- d) Which are SMART goals?
- e) Write steps to how to optimize web page.

Q4) Attempt any Four of the following :

[4 × 4 = 16]

- a) Describe the steps to do Cost Control.
- b) Explain Target group analysis.
- c) Explain digital marketing and list its advantages.
- d) Write CRM platform in detail.
- e) Explain E-Marketing Plan.

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

[2 × 3 = 6]

- a) Budgeting
- b) Crawling
- c) Google Analytics
