

Total No. of Questions : 3]

SEAT No. :

P1873

[Total No. of Pages : 2

[6033]-410

S.Y.B.B.A.

DIGITAL MARKETING

406-A- MM : Specialization (Marketing)  
(2019 CBCS Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Multiple choice questions [5]

- a) What does SERP stands for?
  - i) Search Entry Rating Procedure
  - ii) Search Engine Resource Process
  - iii) Search Engine Result Page
  - iv) None of the above
- b) Each web site is identified by a unique address called a
  - i) WWW
  - ii) URL
  - iii) URW
  - iv) ULR
- c) SMS stands for
  - i) Social Media Service
  - ii) Short Media Service
  - iii) Short Message service
  - iv) Social Message service
- d) This type of marketing involves any marketing activity conducting online
  - i) Traditional marketing
  - ii) Web Marketing
  - iii) Cause marketing
  - iv) Transactional marketing
- e) While designing website \_\_\_\_\_ is used to obtain feedback from people.
  - i) Form
  - ii) Frame
  - iii) Hyperlink
  - iv) Table

R.T.O.

B) Match the following:

[5]

- |                      |                                |
|----------------------|--------------------------------|
| a) WWW               | i) Online advertising platform |
| b) Facebook          | ii) Digital Marketing tool     |
| c) Google Adwords    | iii) World Wide Web            |
| d) PPC               | iv) Social Media Marketing     |
| e) Video Advertising | v) Pay Per Click               |

**Q2) Long answer (any 2)**

[2×10=20]

- State and explain the tools of Digital Marketing.
- What is Content Marketing? Explain the types of Content Marketing.
- What are the Advantages and Disadvantages of Social Media Marketing?
- How to convert Traffic into Leads?

**Q3) Short Answer (any 4)**

[4×5=20]

- Write a short note on Search Engine Optimization.
- What is Conversion Rate?
- What do you mean by is Web Analytics?
- Write a note on Domain Name.
- Explain Google AdWords.
- Explain the advantages of YouTube Marketing.

