

Total No. of Questions : 4]

SEAT No.:

P-5970

[Total No. of Pages : 2

[6143]-410

S.Y. B.B.A.

DIGITAL MARKETING

A-406 : Specialization (Marketing)

(2019 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]

- i) _____ online is the overall presence of a brand or its products in general consumer environment.
 - a) Visibility
 - b) Content writing
 - c) Impressions
 - d) Creativity
- ii) Search engine optimization (SEO) is an effective method for _____ the ranking of websites in search engine results.
 - a) Increasing
 - b) Decreasing
 - c) Lowering
 - d) Limited
- iii) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
 - a) Direct Marketing
 - b) Internet Marketing
 - c) Electronic Marketing
 - d) Interactive Marketing
- iv) Which of the following is the correct abbreviation CMS?
 - a) Content Maintenance Site
 - b) Content Maintenance System
 - c) Content Marketing System
 - d) Content Management System

P.T.O.

- v) The full form of FFA page is _____
- a) Free for Alexa
 - b) Free for All Links
 - c) Free for Alternative Links
 - d) Free for All Search Engine

B) Match the following : [5]

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

Q2) Long Answer (any 2) : [2 × 10 = 20]

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

Q3) Short Answer (any 4) : [4 × 5 = 20]

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

