

Total No. of Questions : 3]

SEAT No. :

PC-1121

[Total No. of Pages :2

[6316]-210

S.Y. B.B.A

**406-A-MM: DIGITAL MARKETING  
(2019 Pattern) (Semester - IV) (CBCS)**

*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) Choose the correct answer from the option given below: [5 × 1 = 5]**

- i) Digital Marketing is often referred to as \_\_\_\_\_
  - a) Online Marketing
  - b) Internet Marketing
  - c) Web Marketing
  - d) All of the above
  
- ii) SEO stands for \_\_\_\_\_
  - a) Search Engine Optimum
  - b) Search Engine Optimisation
  - c) Search Electric Optirnisation
  - d) Search Engine Offering
  
- iii) Social Networks are organised primarily around \_\_\_\_\_
  - a) Brands
  - b) Peoples
  - c) Discussions
  - d) Interest
  
- iv) \_\_\_\_\_ is the process of earning income every time you promote products or services of someone else.
  - a) Push Marketing
  - b) Pull Marketing
  - c) Diversification
  - d) Affiliate Marketing
  
- v) Higher Targeted traffic is equal to \_\_\_\_\_
  - a) Higher conversation rates
  - b) Cost Per Impression
  - c) Pay Per Click
  - d) None of the above

**P.T.O.**

**B) Match the Pairs:** [5]

- |                               |                             |
|-------------------------------|-----------------------------|
| i) Tools of Digital Marketing | a) Customer Reviews         |
| ii) Facebook                  | b) Data Reporting           |
| iii) Visibility               | c) Mark Zuckerberg          |
| iv) Web Analytics             | d) Blog Marketing           |
| v) Lead Generation            | e) Increase Brand Awareness |

**Q2) Attempt any TWO out of following:** [20]

- State and explain the tools of Digital Marketing
- Define SEO. Explain in details the techniques of SEO
- Explain in Detail the Process of Digital Marketing.
- What are the Advantages and Disadvantages of Social Media Marketing?

**Q3) Short Notes (Any 4):** [20]

- What is Conversion Rate?
- What are the Benefits of YouTube Advertising?
- Write Advantages of Email Marketing.
- Importance of Web Analytics.
- Features of Good Website
- Social Media Platforms.

