

- 1-d. Gaining search engine listings via paid tactics is known as:(CO2) 1
- (a) Search engine optimization
 - (b) Pay per click
 - (c) Both of these
 - (d) None of these
- 1-e. Name the features offered by LinkedIn for paid business accounts.(CO3) 1
- (a) Facilitate posting pictures
 - (b) Facilitate to connect directly and send messages to people
 - (c) Ability to post in Groups and create a Group
 - (d) Ability to block users
- 1-f. _____ is website used for blogging.(CO3) 1
- (a) Wordpress
 - (b) Blogger
 - (c) Medium
 - (d) All of these
- 1-g. The correct abbreviation of ROI is _____.(CO4) 1
- (a) Risk on investment
 - (b) Return on income
 - (c) Risk on income
 - (d) Return on investment
- 1-h. IoT stands for (CO4) 1
- (a) Information Of Things
 - (b) Input Output Things
 - (c) Internet of Technology
 - (d) Internet of Things
- 1-i. In the era of Marketing 4.0, the power shift also influences people and the power lies not with individuals but with _____.(CO5) 1
- (a) Social groups
 - (b) Government
 - (c) Media Optimization
 - (d) Corporate

- 1-j. When the market supplies the ideas, and companies or marketers commercialize the ideas is known as _____ innovation.(CO5) 1
- (a) Horizontal
 - (b) Parallel
 - (c) Upward
 - (d) Vertical

2. Attempt all parts:-

- 2.a. State the non internet channels used in Digital Marketing.(CO1) 2
- 2.b. Explain what is SEM.(CO2) 2
- 2.c. Define Imagery in the context of a blog. (CO3) 2
- 2.d. Discuss who are Fashionistas in adoption of digital technology.(CO4) 2
- 2.e. State the types of Security risks while operating online.(CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. State the promotional strategies used in Integrated Marketing Communication.(CO1) 6
- 3-b. Discuss the internet business in modern economy.(CO1) 6
- 3-c. How is SEO used to enhance online visibility for a firm? (CO2) 6
- 3-d. Explain what is the role and significance of Google Analytics.(CO2) 6
- 3.e. List down some of the popular social media tools.(CO3) 6
- 3.f. List down the steps in the process of website development.(CO4) 6
- 3.g. Discuss different types of Viruses.(CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. Explain the various types of Digital Customers with examples. (CO1) 10
- 4-b. Design a marketing mix for any product of your choice.(CO1) 10

5. Answer any one of the following:-

- 5-a. What is PPC advertising? Apart from text ads, which are the other forms of PPC ads?(CO2) 10
- 5-b. Explain what are Mobile apps and how are they used in mobile marketing.(CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss the Content marketing Cycle with the help of a diagram.(CO3) 10
- 6-b. State some of the ways by which facebook can be used for marketing.(CO3) 10

7. Answer any one of the following:-

- 7-a. Evaluate the Cost effectiveness of digital strategies.(CO4) 10
- 7-b. Explain what is ORM and how it is different from PR? (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the different security issues associated with digital marketing.(CO5) 10
- 8-b. Discuss the recent trends in digital marketing in Indian context.(CO5) 10