Time: 3 Hours   **Max. Marks: 100**

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

*1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   20

1. Attempt all parts:-

1-a.   Digital marketing includes_____.(CO1,K1)   1

   (a)   Voice broadcast

   (b)   Podcasting

   (c)   RSA

   (d)   Both A and B

1-b.   The transformation of key business processes through the use of digital or Internet   1
         technologies is known as _____(CO1,K1)

   (a)   E-business

   (b)   E-Commerce

   (c)   Digital Business

   (d)   Both A and C

1-c.   Social networks are organized primarily around _____.(CO2,K1)   1

   (a)   Brands

   (b)   People

   (c)   Interests

   (d)   Technology

1-d.   A company can convert posts on Twitter to sales through _____.(CO2,K2)   1

   (a)   Write demanding points on competition

   (b)   Write personal information to CEO

(c)   Creating posts which drive followers to their site

(d)   Marketing advertisings which are not serious.

1-e.   Micro-blogging can be defined as _____. (CO3,K2)   1

(a)   Mobile related blogs

(b)   Blogs posted by companies instead of an individual

(c)   Blogs encompassing limited individual posts, which are typically limited by character count.

(d)   None of the above

1-f.   Process of creating index for all the fetched web pages and keeping them into a giant database is called _____. (CO3,K2)   1

(a)   Crawling

(b)   Indexing

(c)   Fetching

(d)   Optimizing

1-g.   Cloud computing is a kind of abstraction which is based on the notion of combining physical resources and represents them as _____resources to users. (CO4.K1)   1

(a)   Real

(b)   Cloud

(c)   Virtual

(d)   None of these

1-h.   A _____ is one that seeks to improve performance by new and emerging electronic and "information technology" tools.(CO4,K2)   1

(a)   Progressive Leaders

(b)   Autocratic Leaders

(c)   Dynamic Leaders

(d)   None of these

1-i.   Read the following statement carefully and find out whether it is correct about the hacking or not. "Is hacking can be a legal"(CO5,K2)   1

(a)   No, in any situation, hacking cannot be legal

(b)   It may be possible that in some cases, it can be referred to as a legal task

(c)   Both of these

(d)   None of these

1-j.   _____ refers to exploring the appropriate, ethical behavior related to the online environment and digital media platform.(CO5,K1)   1

(a)   Cyber law

(b)   Cyber ethics

(c)   Cyber security

(d)   Cyber safety

2. Attempt all parts:-

2.a.	State any 2 disadvantages of Digital marketing.(CO1,K2)	2
2.b.	Explain the concept of Tweets.(CO2,K1)	2
2.c.	Define the term Organic Listing.(CO3,K1)	2
2.d.	State the challenges of Digital PR. (CO4,K2)	2
2.e.	Enlist the elements of a digital transformation framework.(CO5,K2)	2

SECTION-B   30

3. Answer any <u>five</u> of the following:-

3-a.	Differentiate between E com and M com in context of digital marketing.(CO1,K3)	6
3-b.	Write short notes on: i) Native Advertising ii) Dedicated sites (CO1,K2)	6
3-c.	Depict the steps in Content marketing cycle with the help of a diagram. (CO2,K4)	6
3-d.	Write a detailed note on Google+ stating reason of its failure. (CO2,K2)	6
3.e.	Analyze the working of search engines in detail. (CO3,K4)	6
3.f.	Discuss the process of Website designing and testing.(CO4,K2)	6
3.g.	Compare and contrast Support communities from Social communities. (CO5,K3)	6

SECTION-C   50

4. Answer any <u>one</u> of the following:-

4-a.	Briefly discuss the role of e-commerce in development of Indian market.(CO1,K2)	10
4-b.	Discuss the different marketing strategies used in Online marketing.(CO1,K2)	10

5. Answer any <u>one</u> of the following:-

5-a.	Discuss the advantages and disadvantages of different social media applications.(CO2,K3)	10
5-b.	Explain the usage, advantages and disadvantages of any two Social media platforms. (CO2, K2)	10

6. Answer any <u>one</u> of the following:-

6-a.	Describe the concept and complete SEO process. (CO3,K2)	10
6-b.	Explain the and process of Online campaign Management.(CO3,K3)	10

7. Answer any <u>one</u> of the following:-

7-a.	Illustrate the key techniques for Online PR. Differentiate it from traditional PR. (CO4,K4)	10
7-b.	Digital Organisation are agile and collaborative; Comment on the statement.(CO4,K3)	10

8. Answer any <u>one</u> of the following:-

8-a.	Describe some of the emerging trends in digital marketing in global context. (CO5,K2)	10
8-b.	Throw light on ways by which business try to manage online customer experience taking real life examples.(CO5,K3)	10

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