B.Sc.(IT)   (Sem.–6)

DIGITAL MARKETING

Subject Code : UGCA-1947
M.Code : 91723
Date of Examination : 04-07-22

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.**

SECTION-A

1. **Write briefly :**

   a. Compare and contrast inbound and outbound marketing.

   b. What is POEM?

   c. Differentiate between sponsorship emails and transactional emails.

   d. What is SMM?

   e. How are apps changing the face of Marketing?

   f. What is onsite optimization?

   g. What is blogging?

   h. What is call to action?

   i. What is Google AdWords?

   j. What is web analytics?

SECTION-B

2. a. *"Going digital gives new life to dead market"*. Elaborate the statement.

   b. Do you think omni channel approach is suitable in India. Why?

3. Write **short notes** on following :

   a. Different types of SMM.

   b. Referral marketing.

4. Detail the key impact parameters of On-Page and Off-Page Optimization. Explain any one On-Page and Off-Page Optimization Impact parameter in detail.

5. Differentiate between Search Engine Optimization and Search Engine Marketing. Discuss advantages of SEO as a marketing channel

6. *"Engaging web presence is crucial for brands to make a lasting impact and maintain the trust factor"*. Discuss. How can companies make sure that they create and manage engaging content.

7. Although web analytics is the core terminology that is used to mention any exercise towards gathering market intelligence online, these days it also refers to a logical combination of online and offline data. Discuss.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.