

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (IT) (Sem-6)
DIGITAL MARKETING
Subject Code : UGCA-1947
M.Code : 91723
Date of Examination: 27-05-2023

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) Search Engine Optimisation
- b) SMM
- c) What is page ranking?
- d) What is PRC?
- e) Off-Page Optimisation
- f) CPC
- g) Bumper Ads
- h) Call to Action.
- i) Google AdWords
- j) How to put google ads?

SECTION-B

2. What do you understand by On-Page and Off-Page Optimization? Explain On-Page Optimization Impact parameter in detail.
3. Difference between Search Engine Optimization & Search Engine Marketing. How is SEM changing the face of marketing?
4. Content is the King in Digital Marketing. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?
5. What are the types of DM? Differentiate between Inbound and Outbound marketing.
6. Why is Online Marketing trending these days? What do you understand by SMM? What KPIs do you use in social media reporting?
7. What is the difference between CPC and EPC? Differentiate between AdWords and AdSense.

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