

Total No. of Questions : 8]

SEAT No. :

P2861

[6004]-546

[Total No. of Pages : 2

B.E. (Electronics/E & TC)

DIGITAL MARKETING

(2019 Pattern) (Semester - VIII) (Elective-VI) (404192 D)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Use of calculator is allowed.
- 5) Assume suitable data if necessary and mention it clearly.

Q1) a) Explain different types of Search engine marketing tools used by business organization. **[9]**

b) List the benefits of keyword planner along with its functions. **[8]**

OR

Q2) a) Discuss the types of remarketing Ad used in Digital Marketing. **[9]**

b) Explain the methods of mobile advertising frequently used by users for marketing. **[8]**

Q3) a) List out the benefits of social media marketing, Also, explain in detail types of Facebook marketing? **[9]**

b) Discuss on Youtube ads and Youtube analytics in detail. **[8]**

OR

Q4) a) Detail the concept for B2B and B2C perspective. **[9]**

b) List out the steps required for YouTube Account Setup while creating a business account with a personal account and explain about YouTube Monetization. **[8]**

Q5) a) Write short notes on WebForms and lead generation. **[9]**

b) Explain concept of LinkedIn advertising and explain briefly LinkedIn message pitching. **[9]**

OR

P.T.O.

- Q6)** a) List the various steps involved in planning email campaign. [9]
b) Discuss the steps involved in web forms lead importing. [9]
- Q7)** a) Discuss concept of Affiliate marketing in detail. [9]
b) List the advantages and disadvantages of OTT platforms. [9]

OR

- Q8)** a) Elaborate on visual search and Chatbots. [9]
b) Explain automated and smart bidding in detail. [9]

