

Total No. of Questions : 8]

SEAT No. :

PC2429

[Total No. of Pages : 2

[6354]-550

B.E. (E & TC)/(Electronics)

DIGITAL MARKETING

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates.

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) a) Explain different types of search engine marketing tools used by business organizations. [9]

b) Discuss the benefits of keyword planner along with it's functions. [8]

OR

Q2) a) Discuss different types of google Ads used in Digital marketing. [9]

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

Q3) a) List the benefits of social media marketing. Also explain in detail types of Facebook marketing. [9]

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

OR

Q4) a) Discuss the steps involved in You Tube Monetization. [9]

b) Discuss the concept for B2B and B2C perspective. [8]

Q5) a) Write short note on Web Forms and Lead generation. [9]

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

OR

P.T.O.

- Q6)** a) List the various steps involved in planning e-mail campaign. [9]  
b) Discuss the steps involved in Web Forms Lead importing. [9]

- Q7)** a) Discuss concept of Affiliate marketing in detail. [9]  
b) Explain OTT platforms. List its advantages & disadvantages. [9]

OR

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

