

Total No. of Questions : 4]

SEAT No. :

**PD293**

[Total No. of Pages : 1

**[6411]-69**

**B.E. (ELECTRONICS/E & T.C.) (Insem)**

**DIGITAL MARKETING**

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

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates:*

- 1) *Answer Q.1 or Q. 2, Q. 3 or Q. 4.*
- 2) *Figures to the right indicate full marks.*
- 3) *Assume suitable data, if necessary.*

**Q1) a)** Apply thought why will you prefer Digital marketing over traditional marketing. **[8]**

**b)** Articulate segmentation and its various strategies. **[7]**

OR

**Q2) a)** Summarize Domain and Domain Authority? How does it work? **[8]**

**b)** Discover how payment gateway works explain with example. **[7]**

**Q3) a)** Write a short note on: **[8]**

i) On-site SEO

ii) Off site SEO

**b)** Articulate the search process. How do people interact with search engines? **[7]**

OR

**Q4) a)** Discover: Web Analytics - Traffic Analysis. **[8]**

**b)** Explain web analytics with basic steps of web analysis process. Interpret SEO business objectives. **[7]**

