

Total No. of Questions : 4]

SEAT No. :

PB-1428

[Total No. of Pages : 2

[6225]-410

S.Y. B.B.A.

A 406 : DIGITAL MARKETING
(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : **[5 × 1 = 5]**

- a) What is the primary goal of increasing visibility in Digital Marketing?
 - i) to minimize online presence
 - ii) to decrease website traffic
 - iii) to enhance online presence and reach
 - iv) to limit engagement with potential customers
- b) What is the significance of visitor Engagement in Digital Marketing?
 - i) it has no impact on online success
 - ii) it helps in reducing website traffic
 - iii) it increases customer interaction and loyalty
 - iv) it lowers conversation rates
- c) Which approach focuses on attracting customers who are already looking for specific products or services?
 - i) Outbound Marketing
 - ii) Inbound Marketing
 - iii) Digital Marketing
 - iv) Traditional Marketing
- d) Which tool is commonly used for SEO Optimization in Digital Marketing?
 - i) Photoshop
 - ii) Microsoft Excel
 - iii) Google Analytics
 - iv) Adobe Illustrator

P.T.O.

e) Which platform is NOT considered a part of Social Media Marketing?

- i) Facebook
- ii) Instagram
- iii) Google AdWords
- iv) Twitter

B) Match the pairs : **[5 × 1 = 5]**

- | | |
|--|---|
| a) Creating initial digital marketing plan | i) Understanding Website traffic and user behaviour |
| b) Target group analysis | ii) Improving Website Performance and Visibility |
| c) Content Marketing | iii) Creating and distributing valuable content |
| d) Optimization of Websites | iv) Identifying the audience demographics and behaviour |
| e) Introduction to Web analytics | v) Strategic flow for marketing activities |

Q2) Attempt any one out of two : **[10]**

- a) How to convert Traffic into Leads?
- b) What do you mean by Digital Marketing and explain their types?

Q3) Attempt any one out of two : **[10]**

- a) What are the advantages and disadvantages of Social Media Marketing?
- b) Explain creating a business account on YouTube.

Q4) Write short notes. Any four out of six. : **[20]**

- a) Tools of Digital Marketing
- b) Outbound Marketing
- c) Types of Visibility
- d) Content Writing
- e) SEO Optimization
- f) Web Analytics

