

Total No. of Questions : 4]

SEAT No. :

PD1407

[Total No. of Pages : 2

[6440]-610

S.Y. B.B.A.

406 A/A416 : DIGITAL MARKETING

(2019 Pattern) (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) Compulsory Question: (objective type questions) [10]

A) Multiple choice Questions: [5]

- a) Which term describes marketing efforts that involve reaching out to potential customers directly?
 - i) Inbound marketing
 - ii) Outbound marketing
 - iii) Offline marketing
 - iv) Social media marketing
- b) What is the process of converting website visitors into potential leads called?
 - i) Customer retention
 - ii) Traffic conversion
 - iii) Lead generation
 - iv) Customer abandonment
- c) Which of the following is NOT a tool commonly used in digital marketing.
 - i) Google Analytics
 - ii) Social media management platforms
 - iii) Television commercials
 - iv) Email marketing software
- d) What does WWW stand for in the context of the internet?
 - i) World Wide Wires
 - ii) World Wide Web
 - iii) Wired Web Work
 - iv) Wild West Web
- e) What is the primary focus of SEO optimization for websites?
 - i) Decreasing Website visibility
 - ii) Ignoring search engine rankings
 - iii) Increasing website traffic organically
 - iv) Disabling website features

P.T.O.

B) Match the pairs. [5]

Group A

- a) Smartphone
- b) Social media
- c) Process of bringing targeted traffic
- d) Visibility
- e) Primary platform for Google Adwords Advertising

Group B

- i) Google search engine
- ii) Search engine optimization (SEO)
- iii) Being easily found or seen online
- iv) Facebook
- v) Digital device

Q2) Long answer questions (Any one) [10]

- a) Explain the various ways to increase visibility in digital marketing.

OR

- b) What is social media marketing? Explain its advantages and disadvantages.

Q3) Long answer questions (Any one) [10]

- a) Discuss the tools of digital marketing in detail.

OR

- b) What is content marketing? Explain the types of content marketing.

Q4) Write short notes on (Any four) [20]

- a) Youtube marketing.
- b) Blogging.
- c) Website optimization.
- d) WWW.
- e) Conversion Rate.
- f) Importance of engagement.

