

Time: 3 Hours

Total Marks: 80

N.B. (1) Question No. **1** is **Compulsory**.

(2) Attempt any **three** questions from the remaining **five** questions.

(3) Answers to **sub-questions** should be **grouped** and written **together**.

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| Q.1 | (a) | What is off-page optimization? Explain. | 5 |
| | (b) | What are the knowledge and skills required for digital marketing? Elaborate. | 5 |
| | (c) | Explain POEM framework in digital marketing. | 5 |
| | (d) | Why mobile marketing is important in today's era of digital marketing? | 5 |
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| Q.2 | (a) | Explain various multi-channel attribution models in detail. | 10 |
| | (b) | How do you build a successful social media strategy as a digital marketer? | 10 |
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| Q.3 | (a) | What is the importance of Ad Ranks? How it can be achieved? Explain. | 10 |
| | (b) | How Twitter marketing is extremely relevant with respect to owned media? | 10 |
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| Q.4 | (a) | Explain the key metrics associated with web analytics. | 10 |
| | (b) | What are the steps involved in mobile app marketing? Explain in detail. | 10 |
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| Q.5 | (a) | What does Facebook do for businesses and how can marketers use Facebook? Elaborate. | 10 |
| | (b) | How LinkedIn platform helps professionals in B2B marketing? Explain in detail. | 10 |
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| Q.6 | (a) | What is Data Collection & Data Privacy in digital marketing? Explain in detail. | 10 |
| | (b) | What is SEO? Explain different SEO phases in detail. | 10 |
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