

Please check whether you have got the right question paper.

- N.B:
1. Q.1 is compulsory and carries 20 Marks.
  2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
  3. Figures to the right indicate full marks.

**Q.1 Choose the correct option: (20)**

1. \_\_\_\_\_ helps define how narrow or broad the audience for your ads can be.
  - a) Targeting
  - b) Awareness
  - c) Micro-blogging
  - d) Influencer Marketing
2. \_\_\_\_\_ is the process of planning and implementing steps designed to improve organic search engine rankings.
  - a) Research
  - b) SEO Metrics
  - c) SEO Strategy/Approach
  - d) Organic Search
3. The first step towards a long-term social media strategy is to set your \_\_\_\_\_.
  - a) Campaign
  - b) Content Goals
  - c) Business accounts
  - d) Content Strategy
4. Which Of The Following Is Not A Type Of Display Advertising?
  - a) Wallpaper Ads
  - b) Text Ads
  - c) Pop-Up Ads
  - d) Square Ads
5. What Is Full Form Of PPC Pages?
  - a) Per Pay Click
  - b) Pay Per Click

- c) Prize Per Click
- d) Both A and B

6. Micro-blogging can be defined as \_\_\_\_\_.

- a) Mobile related blogs
- b) Blogs posted by companies instead of an individual
- c) Blogs encompass limited individual posts, which are typically limited by character count.
- d) None of the above

7. Search Engine Marketing, more commonly referred to as SEM, is one of the most important marketing channels to generate \_\_\_\_\_.

- a) Online Ad Campaign
- b) Transactional Keywords
- c) Headline
- d) Web Traffic

8. \_\_\_\_\_ platform is most popular with people that have professional careers. It is also popular for marketing to professionals.

- a) Facebook
- b) Snapchat
- c) Pinterest
- d) LinkedIn

9. \_\_\_\_\_ provides customizable reports that will streamline your reporting process.

- a) Keyword Research
- b) SEO Metrics
- c) Search Engine Optimization
- d) SEMrush

10. Social media marketing focuses on \_\_\_\_\_.

- a) Social platform
- b) Individual shop
- c) Wholesale market
- d) All of the above

11. What Is The Full Form Of Lbs In Mobile Marketing?

- a) Lead-Based Service

- b) List-Based Service
- c) Location-Based Service
- d) None of The Above

12. Which Of The Following Is Not An Important Component Of A Display Advertising Agency?

- a. Paid Advertisements
- b. Influencer Marketing
- c. Community Management
- d. Content Development

13. What Are The Goals That Marketers Should Strive For In Email Marketing?

- a) Spend Less Time On Email Marketing.
- b) Increase Open Rates and Click Rates.
- c) Increase Spam Rates.
- d) Decrease Deliverability Rates.

14. Among the Alternative Models of B2b e-Commerce, which is the best means to acquire a competitive advantage in the market?

- a) Strategic Relationship
- b) Process
- c) Transaction
- d) All of the above

15. What are the steps in the Buying Funnel?

- a) Interest, Consideration, Buy, Retention
- b) Awareness, Shopping, Learning, Buying
- c) Awareness, Interest, Consideration, Buy, Retention
- d) Awareness, Learn, Buying, Shopping

16. The major advantage of Online/Digital marketing is \_\_\_\_\_.

- a) Low-cost marketing method.
- b) Online marketing is marketing in addition to informative.
- c) Track-able
- d) All of the above

17. \_\_\_\_\_ can be described as creating a situation or mechanism through which a marketer and a customer (or stakeholders) interact, usually in real time.

- a) Passive marketing
- b) Interactive marketing
- c) E-marketing

d) Direct marketing

18. \_\_\_\_ is not a major type of Electronic Commerce.

- a) Consumer To Business
- b) Business To Consumer
- c) Business To Business
- d) Consumer To Consumer

19. \_\_\_\_\_ is also a term that's used to refer to the words and phrases that people enter into a search engine to find information that they're looking for.

- a) SERP
- b) Hashtag
- c) Destination URL
- d) Keywords

20. \_\_\_\_\_ is a system of Interconnected Electronic Components or Circuits.

- a) Electronic Network
- b) Marketplaces
- c) Electronic Markets
- d) Meta-markets

**Q.2** Any two from (a) or (b) or (c): (10)

- (a) What is Digital Marketing? State different types of digital media.
- (b) What are regulations for implementing Pricing-Models?
- (c) Define the term Search Engine Marketing. Explain its need.

**Q.3** Any two from (a) or (b) or (c): (10)

- (a) Explain the role of digital media in consumer decision making process.

(b) What is meant by e-mail marketing? State the advantages and disadvantages of e-mail marketing.

(c) Define the term Search Engine Optimization. Explain its need.

**Q.4 Any two from (a) or (b) or (c): (10)**

(a) List out the steps to create an effective campaign for success.

(b) State advantages and disadvantages of Mobile Marketing.

(c) Define Social Media Marketing. State and explain 5 pillars of social media marketing.

**Q.5 Any two from (a) or (b) or (c): (10)**

(a) Explain in detail, how to build an e-Commerce business.

(b) What is behavioral targeting? Explain the benefits attached to this type of targeting.

(c) Define Content Strategy. How to design an effective Content Strategy?

**Q.6 Any two from (a) or (b) or (c): (10)**

(a) Mention the different types of e-mail marketing. What are the different essentials of e-mail marketing?

(b) What is meant by e-Commerce? Mention its characteristics and types with examples.

(c) State and explain the steps to create an SEO strategy.

**Q.7 Any two from (a) or (b) or (c): (10)**

(a) Explain Pricing-Models with features.

(b) Mention the significant causes for advertisers to concentrate their efforts on mobile ads.

(c) Explain the methods of Search Engine Optimization (SEO) in detail.

