

Q.21 Explain the concept of ROI analysis in PPC Campaigns.

Q.22 Write short notes on:

- a) Emerging trends in digital marketing.
- b) Email marketing best practices.

**SECTION-D**

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Describe in detail the evolution of digital marketing and its impact on modern business strategies.

Q.24 Explain content and Social media marketing in detail with examples of successful campaigns.

Q.25 Discuss the importance of analytics and optimizations in improving digital marketing effectiveness.

**5th Sem / Business Management (Marketing)**

**Subject : Digital Marketing**

Time : 3 Hrs.

M.M. : 60

**SECTION-A**

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Which of the following is not a digital marketing channel?

- a) Television
- b) Search Engine
- c) Social Media
- d) Email

Q.2 The term “organic traffic” in digital marketing means:

- a) Paid visitors
- b) Free visitors from search engines
- c) Social media followers
- d) Direct marketing leads

Q.3 Which tool is primarily used for measuring website analytics?

- a) Canva
- b) Google Analytics
- c) Word Press
- d) Meta Business Suite

- Q.4 In SEO, keywords are important because:
- They help search engines understand content
  - They increase website design
  - They reduce bounce rate
  - They track user emails
- Q.5 CTR stands for:
- Click Through Rate
  - Conversion Tracking Result
  - Content Targeting Ratio
  - Customer Traffic Reach
- Q.6 The main purpose of A/B testing in digital marketing is:
- To test two versions of content or ads
  - To measure bounce rate
  - To increase keyword density
  - To block spam traffic

### SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Fill in the blank: \_\_\_\_\_ refers to promoting content through channels such as blogs, videos, and infographics.
- Q.8 Complete the sentence: The main goal of SEO is to increase a website's \_\_\_\_\_ on search engine result pages.

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- Q.9 True/False: Pay per-click (PPC) advertising requires advertiser to pay only when a user clicks on their ad.
- Q.10 Fill in the blank: \_\_\_\_\_ is a digital marketing strategy that uses social platforms like facebook, Instagram, and LinkedIn for brand promotion.
- Q.11 True/False: Digital marketing offers real-time analytics for measuring campaign performance.
- Q.12 Complete the sentence: Ethical and legal consideration in digital marketing include protecting \_\_\_\_\_ and avoiding false advertising.

### SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 What are the objectives of digital marketing?
- Q.14 Explain the importance of understanding consumer behavior online.
- Q.15 Discuss the steps involved in creating a digital marketing plan.
- Q.16 What are different types of content marketing formats?
- Q.17 Explain social media marketing and its advantages.
- Q.18 What is the difference between on-page and off-page SEO?
- Q.19 Describe the role of Google Ads in digital marketing.
- Q.20 What are KPIs and why are they essential in digital campaigns?

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