

P P SAVANI UNIVERSITY

Fourth Semester of B.Sc. (IT) Examination

May 2022

SSIT2530 Digital Marketing

23.05.2022, Monday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheet.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

SECTION - I

- Q - 1 Answer the following. (Any five) [05]
- (i) Advertisement of television is the correct depiction of Digital Marketing. State true or false.
 - (ii) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing. State true or false.
 - (iii) SMM stands for _____
 - (iv) Organic marketing is mostly free of cost. State true or false.
 - (v) Google Analytics is developed by Tesla. State true or false.
 - (vi) PPC stands for _____
- Q - 2 (a) What are on-page and off-page optimization? [05]
- Q - 2 (b) What are the different types of SEO? [05]
- OR**
- Q - 2 (a) What can be the ideal approach for effective PPC campaigns? [05]
- Q - 2 (b) What is the difference between direct marketing and branding? [05]
- Q - 3 (a) What are the limitations of Online Marketing? [05]
- Q - 3 (b) Write a short note on SOSTAC. [05]

OR

- Q - 3 (a) Write a short note on 5S. [05]
- Q - 3 (b) What do you mean by Porter's five-point rules? [05]
- Q - 4 Attempt any one. [05]
- (i) How can you drive digital traffic to our site immediately?
 - (ii) List a few disadvantages of Digital Marketing.

SECTION - II

- Q - 1 Answer the Following. (Any five) [05]
- (i) Brochures are a type of digital marketing. State true or false.
 - (ii) Customer is one of the Cs in digital marketing. State true or false.
 - (iii) Long tail keywords work best when the objective is to drive many visitors to your website. State true or false.
 - (iv) CPC stands for _____
 - (v) Sizzle is one of the 5S. State true or false.
 - (vi) Color contrast of website is good for PPC landing page. State true or false.
- Q - 2 (a) How to measure the ROI of any channel? [05]
- Q - 2 (b) What are the different kinds of bidding available in Google Ads? [05]
- OR**
- Q - 2 (a) Why do advertisements get rejected? [05]
- Q - 2 (b) How to inform your customers about company news and establish a relationship with them? [05]
- Q - 3 (a) Define CRC, PPC, EPC with example. [05]
- Q - 3 (b) What do you mean by competitive rivalry? [05]

OR

- Q - 3 (a) Why is online marketing preferred more than offline marketing? [05]
Q - 3 (b) What do you know about Email Marketing? [05]
Q - 4 Attempt any one. [05]
(i) Explain a responsive web design?
(ii) What are the different types of Digital Marketing?
