

P P SAVANI UNIVERSITY

4th Semester of B. Sc. Examination

December 2021

SSIT2530 Digital Marketing

10.12.2021, Friday

Time: 12:30 p.m. To 3:00 p.m.

Maximum Marks: 60

Instructions:

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

SECTION - I

- Q - 1 Answer the Following: (MCQ/Short Question/Fill in the Blanks) [05]
- (i) SEO stands for _____
- (ii) What do you understand by term 'digital' in digital marketing?
- (iii) What is organic reach?
- (iv) What do you mean by Ad Rank?
- (v) Give one metric used to evaluate ad.
- Q - 2 (a) Explain different forms of digital marketing. [05]
- Q - 2 (b) Discuss the role of digital marketing in business. [05]
- Q - 3 (a) Explain Search Engine Advertisement in detail [05]
- Q - 3 (b) Differentiate between traditional marketing and Digital marketing. [05]

OR

- Q - 3 (b) Explain pay for search advertisement procedure in detail. [05]
- Q - 4 Write a note to discuss role of internet in digital marketing. Also discuss its challenges and opportunities. [05]

SECTION - II

- Q - 1 Answer the Following: (MCQ/Short Question/Fill in the Blanks) [05]
- (i) What is Weblogs?
- (ii) CPC stands for _____
- (iii) What do you understand by term 'Facebook marketing'?
- (iv) Give one example of short tail keyword.
- (v) What do your mean by term 'Ad'?
- Q - 2 (a) Differentiate and identify the pros and cons of CPC versus CPM [05]
- Q - 2 (b) What is mobile marketing? Explain its different forms ad features. [05]
- Q - 3 (a) Write a note on Google Ad words. [05]
- Q - 3 (b) Explain in detail benefits and challenges associated with weblogs for data collection. [05]

OR

- Q - 3 (b) Explain different use cases and types of mobile marketing [05]
- Q - 4 Differentiate between Google Analytics and Universal Analytics. [05]
