



Marks: 75

2.5 hrs
N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

1. CASE STUDY:

15

Mrinda has launched a new ad campaign, which aims to highlight the tremendous examination pressure faced by students. The ad is part of PepsiCo India-owned fizzy orange drink's larger initiative, Release the Pressure, under which the company has also partnered with specialty hospital chain Fortis Healthcare to start a student helpline which will offer counseling services.

The new film brings forward the issue of constant comparison by parents which often leads to lower self-esteem among teenagers. Inspired by focused group discussions conducted across the country with students, the film hopes to be a mirror for society and aims to bring attention to students' distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their children to peers, neighbours and siblings.

Questions:

- a. As a digital marketer explain what the key advertising objectives to promote this campaign are. 5
- b. How would you use Facebook as a platform to promote the campaign? 5
- c. How would you use Twitter as a medium to promote the campaign? 5
2. Answer the following:
 - a. Explain the key concepts in Digital Media 8
 - b. What is SEO? Explain SEO Keyword Optimization 7

OR

 - c. Explain the important 'on-page optimization' techniques? 8
 - d. Write a short note on Principles of Digital Media Marketing. 7
3. Answer the following:
 - a. What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank? 8
 - b. Explain advantages of Digital media. 7

OR

 - c. Explain lead generation through LinkedIn. 8
 - d. Explain the Difference Between Websites and Blogs. Importance of blogs in digital promotion 7
4. Answer the following:
 - a. What is Web analytics? Explain any three widely used web analytical tools 8
 - b. What is log file? What is Log file analysis? 7

OR

 - c. What is website navigation? 8
 - d. What is content writing? Explain the Core Principles of Content Writing Success 7
5. Write short notes on any three of the following: 15
 - a. Enumerate various kinds of cyber crimes
 - b. Discuss the Highlights of Information Technology Act 2000
 - c. Explain certain exclusive rights Copyright Act gives the copyright owner
 - d. Cyber ethics
 - e. Digital security