

(Time : 3 Hours)

[Total Marks : 80]

N.B. : 1) Question No.1 is compulsory.

2) From Q.2 to Q.6 attempt any THREE from the remaining Five questions.

3) Figures to the right indicate full marks

- Q.1** (a) Explain the concept of Linked In analytics. **5**
(b) What do you mean by Ad Impressions, Clicks and CTR? Explain. **5**
(c) Explain the concept of multi-channel attribution. **5**
(d) Why is social media so important in search engine optimization? **5**
- Q.2** (a) What is digital marketing? Explain the concept of digital marketing strategy. **10**
(b) Explain the steps involved in mobile app marketing. **10**
- Q.3** (a) Why it is important to have LinkedIn presence? What content strategy works for LinkedIn? **10**
(b) How do you build a successful social media strategy? **10**
- Q.4** (a) Explain on-page and off-page optimization in detail. **10**
(b) Discuss the different types of tracking codes. **10**
- Q.5** (a) Explain the concept of Ad placement and Ad Ranks in search engine advertising **10**
(b) Discuss different Twitter tools that can enhance its effectiveness. **10**
- Q.6** (a) Explain the various text-based and voice-based tools available in mobile marketing. **10**
(b) Explain the key metrics associated with web analytics. **10**
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