(3 Hours)   **[Total Marks: 80]**

N.B. (1) Question No. **1** is **Compulsory.**
   (2) Attempt any **three** questions from the remaining **five** questions.
   (3) Answers to **sub-questions** should be **grouped** and written **together.**

Q.1 (a) Explain the concept of on-page optimization.   5
     (b) What are the characteristics of digital marketing? Explain.   5
     (c) Explain different methods that can be used for deriving competitive   5
          intelligence.
     (d) Why Twitter is important in today's era of digital marketing?   5

Q.2 (a) How do you build a successful social media strategy?   10
     (b) Explain the various tools available in mobile marketing.   10

Q.3 (a) What is the importance of display advertising? Explain the various buying   10
          models available in display advertising.
     (b) Explain the different types of Ad Campaigns in Twitter.   10

Q.4 (a) What is SEO? Explain different SEO phases in detail.   10
     (b) What is multi-channel attribution? Explain different multi-channel   10
          attribution models in detail.

Q.5 (a) Explain the structure of a Facebook ad campaign.   10
     (b) Why it is important to have LinkedIn presence? Explain LinkedIn content   10
          strategy and targeting options in detail.

Q.6 (a) What are the advantages of mobile advertising? Explain the steps   10
          involved in mobile app marketing.
     (b) Explain the key metrics associated with web analytics.   10

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