

(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) Describe the P-O-E-M framework. **5**
(b) What do you mean by Ad Placements? Explain. **5**
(c) Explain advantages of Display Ads. **5**
(d) Explain skills required for digital marketing. **5**
- Q.2** (a) What is digital marketing? Explain strategies applied for digital marketing. **10**
(b) Explain the campaign process for Facebook marketing in detail. **10**
- Q.3** (a) Why mobile marketing is extremely relevant? Discuss. **10**
(b) Discuss the buying models for digital marketers. **10**
- Q.4** (a) How social media marketing is used by marketers and what kind of opportunities does it provide to marketers. Explain. **10**
(b) What is web analytics? Explain its advantages in detail? **10**
- Q.5** (a) Explain the concept of off-page optimization in detail. **10**
(b) Why Twitter is significant and different platform from other social media. Justify in detail. **10**
- Q.6** (a) Define SEO. What important role does SEO plays in the field of digital marketing? **10**
(b) How LinkedIn platform helps professionals in B2B marketing. Elaborate. **10**
