

(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 mobile analytics. 5  
(b) What do you mean by Ad Placement? Explain. 5  
(c) Explain POEM framework. 5  
(d) What is search engine optimization? Explain. 5
- Q.2 (a) What is digital marketing? Explain core components of digital marketing. 10  
(b) Explain various strategies of social media marketing. 10
- Q.3 (a) Why LinkedIn marketing is extremely important for B2B marketing? Elaborate. 10  
(b) Explain core features of Facebook marketing used by a digital marketer. 10
- Q.4 (a) Explain various properties of on-page optimization in detail. 10  
(b) Discuss various buying models in detail. 10
- Q.5 (a) Explain the concept of 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 various data collection methods used in web analytics. 10

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