

Time: 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) What is off-page optimization? Explain. 5
(b) What are the knowledge and skills required for digital marketing? Elaborate. 5
(c) Explain POEM framework in digital marketing. 5
(d) Why mobile marketing is important in today's era of digital marketing? 5
- Q.2 (a) Explain various multi-channel attribution models in detail. 10
(b) How do you build a successful social media strategy as a digital marketer? 10
- Q.3 (a) What is the importance of Ad Ranks? How it can be achieved? Explain. 10
(b) How Twitter marketing is extremely relevant with respect to owned media? 10
- Q.4 (a) Explain the key metrics associated with web analytics. 10
(b) What are the steps involved in mobile app marketing? Explain in detail. 10
- Q.5 (a) What does Facebook do for businesses and how can marketers use Facebook? Elaborate. 10
(b) How LinkedIn platform helps professionals in B2B marketing? Explain in detail. 10
- Q.6 (a) What is Data Collection & Data Privacy in digital marketing? Explain in detail. 10
(b) What is SEO? Explain different SEO phases in detail. 10
-