

2311090102030002
EXAMINATION NOVEMBER 2024 (ATKT EXAM)
POST GRADUATE DIPLOMA IN COMPUTER APPLICATION
(SECOND SEMESTER)
DIGITAL MARKETING - LEVEL 3

[Time: As Per Schedule]

[Max. Marks:70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **POST GRADUATE DIPLOMA IN COMPUTER APPLICATION (SECOND SEMESTER)**
- b. Name of the Subject : **DIGITAL MARKETING - LEVEL 3**
- c. Subject Code No : **2311090102030002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Do as Directed (Any 2)

14

- [A] Explain meaning of Digital Marketing. Discuss advantages and limitation Of Digital marketing.
- [B] Write a note on - Digital Marketing Channels
- [C] What is WWW? Explain the terms: Hypertext, Links, Website and Web Pages.

Q.2 Do as Directed (Any 2)

14

- [A] What is Target Market Analysis? Explain process to conduct Target Market Analysis.
- [B] What does SWOT stand for? Why should you perform a SWOT analysis?
- [C] Explain the digital content management cycle in detail.

Q.3 Do as directed.

14

- [A] What is SEO? Explain On-Page SEO
- [B] Explain content optimization and Keyword Search in context of SEO.

Q.4 Do as directed. (Any 2)

14

- [A] List various Social Media Platforms for digital marketing. Explain how These platforms useful for digital marketing?
- [B] What are Web Analytics? Discuss importance of Web Analytics
- [C] Explain Social Media Marketing Strategy in detail.

Q.5 Do as directed.

14

- [A] Explain various Mobile marketing Policies in detail.

OR

- [B] What is M-Commerce? Explain its working and benefits.
- [C] Explain E-Mail Marketing Campaign Analysis in detail.
