

2311090102030002
EXAMINATION MARCH-APRIL 2024
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 types of Digital Marketing
- B. Discuss the advantages and limitation of digital marketing over traditional Marketing?
- C. Explain – what is www and how it works? Also explain meaning of web Page, hypertext and hyperlink.

Q.2 Do as Directed (Any 2)

14

- A. Explain target market analysis and its impact on business with proper Example.
- B. Explain in detail-how to conduct SWOT analysis of digital marketing?
- C. What is digital content? Explain the digital content management.

Q.3 Do as Directed

14

A. Explain - How HTML optimization works for SEO?

OR

A. What is Search Engine optimization? How content optimization works for SEO?

B. Describe On-page and Off-page SEO in detail.

Q.4 Do as Directed (Any 2)

14

A. Explain in detail Audience Analysis, Behaviour Analysis, conversion Analysis

B. What is Social Media Optimization? Discuss- SMO Strategy for Business?

C. Define web Analytics. Discuss importance of web Analytics for social Media Marketing.

Q.5 Do as Directed (Any 2)

14

A. What is M-commerce? How does M-Commerce work?

B. Explain various Mobile marketing campaigns adopted by the companies in detail.

C. List various Email Marketing Metrics. Explain Bounce rate and click-Through rate in detail.
