



RAN-2508000603044002

S.Y.B.Com. (NCF-NEP) (Sem.-III) Examination March - 2026

Soft Skills (Data Analytics-AEC)

[Total Marks: 25]

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) The figures to the right indicate the total marks for each question	Seat No.: <table border="1"> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table> Student's Signature						

- Q.1. Answer the following questions briefly. (Any Five) 10**
- Define trend analysis in Digital Marketing.
 - What are the two emerging types of Digital Marketing not commonly used before.
 - What is the role of social media in Digital Marketing?
 - What are two benefits of using automated email campaigns?
 - What is an email open rate, and why is it important?
 - What is the difference between paid search and organic search?
 - List one advantage of using a business blog for marketing.
- Q.2. Explain the importance of Digital Marketing for modern businesses and discuss current trends and industry scenarios in detail. 15**
- OR**
- Q.2. A. Describe the steps to design an effective email marketing strategy for a new product launch. 05**
- B. Explain how AdWords and SEO can be used together to increase website traffic and product visibility. 05**
- C. Case Study 05**
- A start-up wants to promote its new eco-friendly products online. They have a small budget and want maximum reach using email marketing and internet marketing.
- Questions:**
- Suggest an email marketing approach for this start-up.
 - Recommend two internet marketing strategies to optimize their website and reach the right audience.