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Total No. of Questions : 7

B.Sc. (Data Analytics) (Sem - 4)  
**DIGITAL MARKETING**  
Subject Code : UGC/A1947

M.C.No : 93430

Date of Examination : 20-11-2023

Max. Marks : 60

Time : 3 Hrs.

**INSTRUCTIONS TO CANDIDATES :**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

**SECTION-A**

1. Write briefly :

- Digital marketing
- Content marketing
- SEO
- Segmenting
- Web analytics
- P-O-E-M Framework
- Blogging
- Keywords
- Role of adverts
- Social media engagement.

**SECTION-B**

- What is the scope of digital marketing in India? How is digital marketing strategy implemented?
- What are the various techniques of blogging? Which blogging platforms would you recommend to a new blogger?
- What do you understand by Facebook marketing? What is the anatomy of an ad campaign?
- What are the features of mobile marketing? Write a note on mobile marketing tools.
- What are the various web analytic tools? What is its purpose & goals?
- What are the challenges of Content Marketing? How can they be overcome?



**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**