

END TERM EXAMINATION

FIFTH SEMESTER [BA (JMC)] JANUARY-FEBRUARY 2023

Paper Code: BA (JMC) 307

Subject: Digital Media Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Internal choice is indicated.

- Q1. Write short notes on **any five** of the following:- (3x5=15)
- (a) PPC advertising
 - (b) POEM
 - (c) Affiliate Marketing
 - (d) Crawler
 - (e) Content Marketing
 - (f) Types of Blogs

- Q2. What do you understand by Digital Marketing ? How is it different from conventional marketing ? Explain. (15)

OR

Influencers play a major role in social media campaign success. Critically evaluate this statement. (15)

- Q3. Email Marketing strategies are not effectively utilized by companies- Discuss. (15)

- Q4. Discuss the scope and advantages of digital media marketing . Explain the types of web presences. (15)

- Q5. What is SEO? Explain the difference between on-page and off-page SEO. (15)

- Q6. Elaborate the role of Social media in marketing Research. (15)

- Q7. Write short notes on **any three** of the following:- (3x5=15)

- (a) E-Commerce and Start-ups
- (b) Skill India
- (c) Web Analytics
- (d) M-Commerce Latest trends
- (e) SERP
- (f) Conversion Funnel
