

9. (a) Provide an introduction to web analytics. Discuss the tools like Google Analytics. Explain, how web analytics contributes to evaluating conversions.
- (b) Explain the significance of mobile sites in Mobile Marketing. What considerations should businesses keep in mind when optimizing their websites for mobile users ?

Roll No.

Total Pages : 04

MCAQ/D-23

24031

DIGITAL MARKETING

MCA-20-34 (iii)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) Discuss the impact of e-Commerce on B2C digital marketing.
- (b) How can businesses effectively choose and implement keywords to enhance their online visibility in SEO ?
- (c) Explore the role of conversions in assessing the success of digital marketing campaigns.
- (d) How do internal and external links impact a website's authority and ranking ?

Unit I

2. (a) Explain the importance and scope of marketing. Highlight the key elements of marketing, including needs, wants, demands, consumers, markets and marketers.

- (b) In what ways does digital marketing enhance the consumer experience in B2C transactions ? Discuss.
- 3. (a) What is digital marketing and what are the benefits and opportunities it offers ? Discuss the concepts of inbound and outbound marketing in the digital context.
- (b) Explore the role of social media in B2B marketing. How can platforms like LinkedIn be effectively utilized for B2B networking and promotion ?

Unit II

- 4. (a) Define Search Engine Optimization (SEO) and explain its importance for business websites. Outline the steps involved in on-page and off-page optimization.
- (b) Explain the process of e-Mail list generation. What strategies can businesses use to build and maintain a quality email subscriber list ?
- 5. (a) What is e-Mail Marketing ? Outline the elements of an e-Mail and the process of creating an e-Mail campaign. Explain the concept of A/B testing and its use in e-Mail marketing.
- (b) Describe the importance of meta tags and meta descriptions in SEO. How do these elements contribute to search engine rankings ?

Unit III

- 6. (a) Provide an overview of Google AdWords. How does it function as a platform for Digital Display Advertising ? What are the key features and benefits ?
- (b) Discuss the importance of a landing page in Social Media Marketing. How can businesses create and test landing pages for social media traffic ?
- 7. (a) Define social media marketing. Explore different social media channels and explain how businesses can set up and optimize their profiles on platforms like Facebook, YouTube, Twitter, and Instagram.
- (b) Explain various ad formats used in Digital Display Advertising. Provide examples and discuss the suitability of each format for different marketing objectives.

Unit IV

- 8. (a) Introduce the concept of mobile marketing. Explore the use of mobile sites, apps, and widgets in B2B and B2C mobile marketing.
- (b) Explore the role of blogging in Search Engine Optimization (SEO). How can businesses optimize their blog content for better search engine rankings ?