

2064

Certificate Course (Add-on)  
Advertising and Sales Management  
Paper – II: Advertising and Digital Marketing

Time allowed: 3 Hours

Max. Marks: 75

*NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.*

x-x-x

I. Answer any five of the following:-

- a) What do you mean by commercial Advertisement?
- b) Why Search Engine Optimisation (SEO) is important for marketing?
- c) What is Co-operative Advertising?
- d) What are the various fields in Digital Marketing?
- e) What is 'Comparative Advertising'?
- f) What is E- Marketing?
- g) What is 'Pay-Per-Click' Advertising?
- h) Define social media as online marketing platform. (5x3)

II. Write down principles of Digital Marketing. (15)

III. What are different kinds of Advertisement? (15)

IV. What are legal issues in e- marketing with special reference to privacy and digital property? (15)

V. What are different tools of E- Marketing? (15)

VI. Explain e-mail and mobile marketing as online marketing platforms. (15)

VII. What is future of E- Commerce in India? (15)

VIII. Write down practical applications of E-Commerce in business. (15)

x-x-x