

(i) Printed Pages: 2

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(ii) Questions : 14 Sub. Code : 

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Exam. Code : 

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**Bachelor of Arts (FYUP) 1<sup>st</sup> Semester**  
**(2124)**

**DIGITAL MARKETING**

**Paper—COMSEC1**

**Time Allowed : Three Hours] [Maximum Marks : 60**

**Note :—**(1) Attempt **FOUR** questions from Section A (5 marks each).

(2) Attempt **TWO** questions each from Section B and C respectively (10 marks each).

**SECTION—A**

1. Explain the scope of Digital Marketing.
2. What is competitive analysis ?
3. What are the challenges of Digital Marketing ?
4. What is e-mail and its components ?
5. Explain the history and growth of SEO.
6. What is Blogging and Guest Blogging ? 4×5=20

**SECTION—B**

7. Define Digital Marketing. Why is it important for modern business ?
8. Compare Traditional Online Marketing with Digital Marketing.

9. Discuss the concept of Online marketplace analysis and its importance in Digital Marketing strategy.
10. What are the elements of Online Micro and Macro environment in Digital Marketing. 2×10=20

### SECTION—C

11. What is SEO ? Why is it important for Online visibility ?
12. What do you understand by e-mail marketing ? Explain its significance in today's business environment.
13. Describe the steps involved in creating a search engine marketing campaign. Also, explain the benefits of SEM.
14. What is the Social Media Marketing ? Explain the role of social media marketing in Digital Marketing. 2×10=20