

2082
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. I which is compulsory.

x-x-x

I. Answer any five of the following:-

- a) What is Advertisement?
- b) What do you understand by 'Pay-Per-Click' Advertising?
- c) Why Digital Marketing is preferred as compared to traditional marketing?
- d) Briefly explain 'Mobile Marketing'.
- e) What is comparative advertisement?
- f) What is Digital Property?
- g) What are main objectives of advertising?
- h) What is role of SEO in marketing? (5x3)

- II. Explain in detail Commercial and Non-Commercial Advertisement. (15)
- III. Distinguish between Display Advertising and Comparative Advertising. (15)
- IV. Explain in detail Ethical Issues in marketing. (15)
- V. Define Digital Marketing. Write down its principles. (15)
- VI. What are different E-Marketing Tools? (15)
- VII. Define E-Commerce. Write down its practical applications in business. (15)
- VIII. What is future of E-Commerce in India? (15)

x-x-x