

### B3.E1-R5 : DIGITAL MARKETING

**NOTE :**

1. Answer question 1 and any FOUR questions from 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

**Total Time : 3 Hours**

**Total Marks : 100**

1. (a) What are the fundamental principles and strategies involved in effectively marketing products and services through digital channels ?  
(b) What are the key benefits that Digital Marketing offers over Traditional Marketing ?  
(c) What are the fundamental concepts and significance of Search Engine Optimization (SEO) ?  
(d) What are the core principles underlying Search Engine Marketing (SEM) and why is it considered a vital component of modern digital marketing strategies ?  
(e) How do emerging digital marketing and advertising trends impact businesses' engagement with their target audience ?  
(f) What are the key differences and similarities in micro-blogging using platforms like Koo and Twitter ?  
(g) What are the critical steps in setting up effective e-mail and SMS autoresponders ? **(7x4)**
2. (a) Elaborate on the distinct phases and strategic approaches of digital marketing campaigns.  
(b) What are the different types of SEO strategies ? **(9+9)**
3. (a) What are the key steps in identifying and strategizing effective PPC (Pay-Per-Click) campaigns ?  
(b) What are the fundamental steps and considerations for building a successful social media strategy ? **(9+9)**
4. (a) How can a business effectively integrate essential components and techniques with SEO principles to enhance their blog content's visibility, reach and impact ?  
(b) What are the most effective techniques for boosting engagement, reach and visibility on social media channels ? **(9+9)**
5. (a) How does Online Reputation Management (ORM) contribute in maintaining a positive brand image and addressing customer feedback across social media platforms ?  
(b) What are the key metrics and tools used to analyse the effectiveness of social media ad campaigns ? **(9+9)**

6. (a) What are the essential components and considerations in developing an effective lead generation strategy ?
- (b) What is the significance of keyword planning in digital marketing and how does it enhance website visibility, attract targeted traffic and improve search engine rankings ? (9+9)
7. Write short notes on the following :
- (a) Marketing Automation Tools
- (b) Ad writing Techniques
- (c) Frequency and Ethics of Newsletters (6+6+6)

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