

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

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Exam. Code :

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NEP U.G. Common-Skill Enhancement Course 1st Semester
(2125)

COMMERCE

Paper : Digital Marketing COMSEC1

Time Allowed : Three Hours] [Maximum Marks : 50

Note :— Attempt 4 short answer type questions from Section A.

Attempt 2 questions each from Sections B and C respectively.

SECTION—A

1. How is digital marketing different from traditional marketing?
2. What is the impact of artificial intelligence on digital marketing?
3. Discuss organic traffic and inorganic traffic in SEO.
4. What is social media marketing?
5. Compare Blogs with a Website.
6. How can business optimize their campaign for mobile devices?

2.5×4=10

SECTION—B

7. Define digital marketing. Discuss its importance and channels.
8. Write a note on online micro and macro environment.
9. Discuss the impact of personalization and Voice Search on Digital marketing.
10. What is competitive analysis? How is online marketplace analysis done? 10×2=20

SECTION—C

11. Write a detailed note on SEO and discuss its major elements.
12. What are the major benefits of using Google Ads? Discuss its extensions.
13. What are the current trends in email marketing?
14. 'Social networking platforms have become increasingly popular for video creation and sharing.' Comment. 10×2=20