

2056
B. Voc. (Media and Entertainment)
Sixth Semester
MET-605: Online Advertising and Campaigns

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following in 40-50 words each:-

- a) Define display advertising.
- b) What are banner ads?
- c) Explain the concept of SEO.
- d) What is keyword research?
- e) Define lead generation.
- f) What is Google Analytics?

(4x2)

UNIT - I

II. Explain different types of online advertisements such as display ads, banner ads, and rich media ads with suitable examples. (8)

III. Discuss pop-up and pop-under ads. Evaluate their advantages and disadvantages in digital marketing campaigns. (8)

UNIT - II

IV. Explain the basics of Search Engine Marketing (SEM). How does it help businesses grow online? (8)

V. Discuss Search Engine Optimization (SEO) techniques. How can one create SEO-friendly content? (8)

UNIT - III

VI. What are keywords? Explain the importance of keyword selection in digital campaigns. (8)

VII. Discuss Google ranking factors and link-building strategies. How do they impact lead generation? (8)

P.T.O.

(2)

UNIT - IV

VIII. Explain the role of web analytics in interpreting campaign performance. Discuss its importance. (8)

IX. Write a detailed note on Google Analytics. Explain user profiles, traffic analysis, and reporting features. (8)

x-x-x