

Seat No. : \_\_\_\_\_

**AQ-119**

April-2022

**M.Sc. (CA & IT), Sem.-VIII**

**Digital Marketing**

**Time : 2 Hours]**

**[Max. Marks : 30**

**Instructions :** Attempt any **three** questions from **five**.

**Section-I**

1. What is Marketing? Define in 3-4 sentences. **8**  
&  
What is Market Research ? Explain in 3-4 sentences.
2. What is Digital Marketing? Define in 3-4 sentences. **8**  
&  
What is TCEO Model? Briefly explain each.
3. What are the building blocks of Marketing Strategy ? Give brief understanding on each one of them. **8**  
&  
Explain the Brand Pyramid Template.
4. What is SERP ? What are the Key features of SERP ? **8**  
&  
What are the parameters of Website Benchmarking ?
5. List the seven key types of Digital Marketing. **8**  
&  
What is AIDA Model? What does it stand for ?

## Section – II

6. Attempt following MCQ :

6

- (1) If marketing creates and satisfies demand, digital marketing drives the creation of demand using \_\_\_\_\_, and satisfies this demand in new and \_\_\_\_\_ ways.
- (2) Online market research is the process of using \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ to glean valuable insights about a brand's target audience.
- (3) What all comes under Digital Marketing ?
  - (a) Crowdsourcing
  - (b) Digital Audiences
  - (c) Personalisation
  - (d) Measurability
  - (e) All of the above
- (4) What are the factors that affect business, in driving Marketing Strategy ?
  - (a) The Environment
  - (b) The Business
  - (c) The Customers
  - (d) The Competition
  - (e) All of the above
- (5) What is SWOT ?
- (6) A digital marketing strategy should be constantly \_\_\_\_\_ & \_\_\_\_\_.

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