

Seat No. : _____

AL-135

April-2023

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

Digital Marketing

Time : 2:30 Hours]

[Max. Marks : 50

1. Attempt any **TWO** of the following : **10**
 - (A) Differentiate between Digital marketing and Traditional marketing.
 - (B) Explain Direct marketing with example.
 - (C) Explain essentials of Social Media Marketing.

 2. Attempt any **TWO** of the following : **10**
 - (A) Explain inbound and importance of website.
 - (B) Explain content marketing with example.
 - (C) Write about 10 social media myths.

 3. Attempt any **TWO** of the following : **10**
 - (A) Explain TCEO Model.
 - (B) Differentiate social marketing and traditional marketing.
 - (C) Explain types of market research.

 4. Attempt any **TWO** of the following : **10**
 - (A) Explain REAN Model.
 - (B) Explain targeted audience with three examples.
 - (C) Define below terms :
 - (1) Portal
 - (2) Website
 - (3) Platform
 - (4) Page
 - (5) Crawler

 5. Attempt any **TWO** of the following : **10**
 - (A) What is Facebook in 100 words ?
 - (B) Explain 5 P's of Marketing.
 - (C) Explain AIDA model.
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