

MBA (General Management (Marketing))- SEM- IV

Subject Code: LS407

TIME: 2 Hours	DATE: 24 <sup>th</sup> March 2024	MARKS: 70
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Subject: Digital Marketing Management

Q-1	A) What is Digital Marketing? What are the skills required to become digital marketer? Explain 4Ps of Marketing.	14
Q-2	A) What Is Content Optimization? How to Optimize Content for SEO? Explain Directory Submissions, Social Bookmarking, Article Submission/ Blog Submission, Question Answer Portal/ Forum Posting.  <u>OR</u>  B)What Is Content Optimization? How to Optimize Content for SEO? Explain Google Insights/ Trends, Google Panda update, Google Penguin Update, Google Hummingbird Update	14
Q-3	A) How to earn from Google? Explain 7 types of display ads.  <u>OR</u>  B) Explain what is on page Optimization for Paid Marketing Landing Page Creation and steps for better performance.	14
Q-4	A) What is Facebook? Benefits of Facebook. Facebook Page optimization techniques (Write any 10 in detail)  <u>OR</u>  B) How to do branding on Facebook? Explain Quora, and 5 benefits of Quora	14
Q-5	A) What is Affiliate Marketing? How to Sell through Affiliates (Product & Service Marketing). What are some of the profitable Niche for Promotion.	14

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