

PGDDM Semester-2 Examination**Paper - III****Basics of Blogging****April-2024****Time : 2-30 Hours]****[Max. Marks : 70]**

Q-1	A) What are the different ways to track and analyze website traffic using Google Analytics	14
Q-2	A) What are some common mistakes that bloggers make when trying to grow their audience, and how can they avoid these pitfalls? <u>OR</u> B) As a new blogger, what steps would you take to create a successful blog that attracts a large audience and generates revenue?	14
Q-3	A) What are some of the legal and ethical considerations that bloggers should be aware of when creating and sharing content online? <u>OR</u> B) What is content writing and why is it important for businesses and websites?	14
Q-4	A) Describe some tactics for engaging with readers and building a community around a blog. <u>OR</u> B) Explain what is blogging and their types of blogging.	14
Q-5	A) Explore the ethical considerations in content writing, particularly in relation to transparency, accuracy, and credibility. How can content creators maintain integrity while navigating challenges such as sponsored content, affiliate marketing, and native advertising? Support your discussion with relevant industry standards and best practices.	14