

PG in DM Sem.-1 Examination**Paper-1****Overview of DM & SEO****January-2025****[Max. Marks : 70****Time : 2-30 Hours]**

| | | |
|------------|---|-----------|
| Q-1 | A) Explain the key differences between Digital Marketing and Traditional Marketing. Discuss how digital marketing has transformed customer engagement and business strategies in the digital era. | 14 |
| Q-2 | A) Explain the importance of keyword research in SEO. Describe different types of keywords and the strategies used to identify effective keywords, particularly for e-commerce websites. <u>OR</u> B) Compare and contrast a local retail store's promotional campaign using traditional marketing versus a digital marketing strategy. | 14 |
| Q-3 | A) Explain the significance of Google algorithm updates, such as Panda, Penguin, and Hummingbird, on SEO strategies. How should SEO professionals adapt their techniques to align with these updates? <u>OR</u> B) Imagine you are optimizing a website for Google, Yahoo, and Bing. Highlight specific on-page optimization techniques tailored to each search engine. | 14 |
| Q-4 | A) Define link building and its role in off-page optimization. Describe different methods for building backlinks, such as web 2.0, profile, and Q&A. <u>OR</u> C) Identify ethical considerations involved in link-building practices. How would you ensure compliance with Google's guidelines? | 14 |
| Q-5 | A) Discuss the Google AdSense program and how it allows website owners to earn revenue. Explain the process of creating an AdSense account, adhering to Google's earning policies, and the legal aspects involved in the program. | 14 |

————— X ————— X —————