

PG in DM Sem.-1 Examination

Paper-I

Overview of Digital Marketing & SEO

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

Q-1	A) Define link building and its importance in off-page SEO. How do backlinks influence search rankings?	14
Q-2	A) Explain the key differences between digital marketing and traditional marketing in terms of reach, cost, interaction, and tracking effectiveness. <u>OR</u> B) What are the key policies and legal guidelines that users must follow under the Google AdSense program?	14
Q-3	A) Describe the typical hierarchy in a digital marketing team and explain the responsibilities of roles like SEO specialist, content marketer, and PPC manager. <u>OR</u> B) What are some common career paths in digital marketing? What skills and qualifications are needed to grow in this field?	14
Q-4	A) List and explain the different types of keywords used in SEO, such as short-tail, long-tail, and LSI keywords. <u>OR</u> B) Explain the role of internal linking and keyword placement in on-page optimization. Provide examples.	14
Q-5	A) Discuss how Google algorithm updates like Panda, Penguin, and Hummingbird have affected SEO practices.	14