

PGD in DM (Rep.) Sem.-1 Examination

Paper-2

Overview of Internet Marketing

April-2025

[Max. Marks : 70]

Time : 2-30 Hours]

Q-1	A) What is Google AdWords (now Google Ads), and how does it support pay-per-click (PPC) advertising? Discuss the main components involved in setting up a successful PPC campaign using Google Ads.	14
Q-2	A) Differentiate between search advertising and display advertising. Explain how retargeting works in display ads and describe its advantages for improving marketing performance. <u>OR</u> B) Compare Facebook and LinkedIn as advertising platforms. What types of paid ads are available on each, and how can marketers use these platforms to reach specific audience segments?	14
Q-3	A) What are the essential elements of creating a compelling digital ad? Explain how geo-targeting works in a PPC campaign and its importance for local or service-based businesses. <u>OR</u> B) How can platforms like Facebook and LinkedIn be used to build brand awareness and generate leads? Describe the role of features like business pages, groups, and professional profiles in this process.	14
Q-4	A) Define affiliate marketing and explain the roles of the merchant, affiliate, and customer in this model. How do affiliate marketing agencies support businesses in launching and managing successful affiliate programs? <u>OR</u> B) Why are both SEO and paid marketing essential for e-commerce businesses? Discuss strategies for optimizing product landing pages and managing a CMS to improve user experience and conversion rates.	14
Q-5	A) What are the different types of email marketing, such as transactional, direct, and opt-in emails? How can marketers measure the success of email campaigns, and which key metrics should they track?	14