

Seat No. : _____

AL-111

April-2025

Int. M.Sc. (CA & IT), Sem.-VIII

Digital Marketing

Time : 2 Hours]

[Max. Marks : 50

Answer the following questions : (10 marks each)

1. Explain the 5 Ps of Marketing with suitable examples. Also differentiate between Traditional Marketing and Digital Marketing.
2. Explain the role of Market Research in Digital Marketing. How do digital tools like Google Forms support data collection and analysis for market research ?

OR

2. What are the key advantages of digital marketing over traditional marketing ?
3. Explain various Revenue-based Digital Marketing Models. Discuss how businesses generate revenue through them.

OR

3. What is Digital Strategy Development and Planning ? Explain AIDA Model and REAN Framework with examples.
4. Compare and contrast Social Media and Digital Media. Explain the importance of Social Media Engagements in marketing.

OR

4. Write a detailed note on Social Media Marketing. Explain why Social Media Marketing is preferred over Traditional Marketing.
5. Explain the role of SEO (Search Engine Optimization) in Digital Marketing. Discuss its advantages.

OR

5. Differentiate between a Portal and a Website. Explain both concepts in detail with suitable examples.
