

M.B.A. (GM-MM) Sem.-4 Examination**LS-407****D. M. M.****April-2025****Time : 2-30 Hours]****[Max. Marks : 70**

Q-1	Explain the following terms (Any 7) 1. Marketing Analytics 2. Digital Marketing 3. Big Data Analytics 4. Content Writing 5. SEO 6. Bidding 7. Quora 8. COI	14
Q-2	A) Explain the scope and skill sets for Digital Marketers in detail OR B) Explain Big Data Analytics in detail	14
Q-3	A) Explain the difference between traditional and digital marketing OR B) Explain in detail the types and applications of Keywords	14
Q-4	A) Explain the paid ads in detail for any 2 social networking sites OR B) Explain the Campaign designing and Campaign Optimizations in detail	14
Q-5	A) Explain Affiliate Marketing in detail	14