

IMSC IT DD Sem.-7 Examination
DD 701

Digital Marketing & Communication
December-2025

Time : 2.30 Hours]

[Max.Marks : 70

Instructions:

- Each question carries marks on the right-side.
- Do not write anything on the question paper.

Q1. Long Answer Question (Answer ONE of the following) (10 Marks)

A. Define **Digital Marketing** and list any five of its key components, briefly defining each one. (10 Marks)

OR

B. Explain the importance of **Measurable ROI** and **Targeting/Personalization** in digital marketing. How do these factors make digital marketing fundamental to modern business success? (10 Marks)

Q2. Long Answer Question (Answer ONE of the following) (10 Marks)

A. Describe the three media types that make up the **Digital Marketing Ecosystem**. List the name of each type, provide two examples for each, and state the primary goal of each media type. (10 Marks)

OR

B. Describe the difference between **Outbound Marketing** and **Inbound Marketing**, providing an example of each. Then, explain the concept of **inbound Marketing** as it relates to attracting customers. (10 Marks)

Q3. Long Answer Question (Answer ONE of the following) (20 Marks)

A. Explain the role of **Search Engine Optimization (SEO)** and why it matters for traffic and revenue, focusing on **Trust and Credibility** and **Sustainable Traffic**. (10 Marks)

B. Describe the three primary steps of **How Search Engines Work**. Name each step and briefly explain what the search engine does during that process. (10 Marks)

OR

A. Define the three key elements used to **Evaluate Keywords** during keyword research. Briefly describe each of the three elements. (10 Marks)

B. Explain the concept of **Long-Tail Keywords** and how they differ from shorter keywords. Why do they have a much higher conversion potential? (10 Marks)

Q4. Long Answer Question (Answer ONE of the following) (20 Marks)

A. Define Social Media Marketing (SMM). List any five core objectives of SMM. (10 Marks)

B. Explain the concept of the Conversion Funnel in SMM. Describe the goal and type of content for the Top of Funnel (Awareness) and the Bottom of Funnel (Conversion/Action). (10 Marks)

OR

A. Explain the three metrics found in the Action & Conversion category of SMM measurement. Define each metric and briefly explain what the high numbers indicate. (10 Marks)

B. What is a Call to Action (CTA)? Describe two CTA Best Practices in SMM, focusing on Clarity/Specificity and Optimized Landing Pages. (10 Marks)

Q5. Multiple Choice Questions (Answer ALL questions) (10 Marks)

1. Which key feature is digital marketing's defining characteristic that allows for dialogue instead of a monologue? (2 Marks)
 - a) Cost-Effectiveness b) Interactivity c) Global Reach d) Low Entry Cost
2. Which type of SEO focuses on optimizing the underlying infrastructure and code of a website, including Site Speed and Mobile-Friendliness? (2 Marks)
 - a) On-Page SEO b) Off-Page SEO c) Technical SEO d) Content SEO
3. Which platform is best utilized for real-time news, public relations, and rapid customer service? (2 Marks)
 - a) Instagram b) Facebook c) LinkedIn d) X (formerly Twitter)
4. In the Exposure Triangle of photography, which setting determines the duration of light and is measured in fractions of a second? (2 Marks)
 - a) Aperture b) Shutter Speed c) ISO d) Focal Length
5. Which compositional technique involves using elements like archways or windows to create a "frame" around the main subject? (2 Marks)
 - a) Rule of Thirds b) Leading Lines c) Negative Space d) Framing

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