

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF SCIENCE (M.Sc) in COMPUTER APPLICATIONS
EXAMINATION : DECEMBER - 2024
SEMESTER - III

Sub : Digital Marketing (MSC- 300-22)

Date : 24/12/2024

Total Marks : 60

Time: 2.00 pm To 4.30 pm

Instruction:

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Use of scientific calculators, Log tables, Mollier Charts is allowed.
6. Draw neat and labelled diagram wherever necessary.

Q. 1. Answer the following in 2 - 3 lines. (Any 5) (10)

1. What is Website?
2. What is backlinks?
3. What is Hosting?
4. What is marketing?
5. What is Google Indexing?
6. What is static website?
7. What is Google SERP?

Q. 2. Answer the following in short. (Any 4) (20)

1. Explain the term Email Marketing.
2. Explain Google Ad words.
3. What is content marketing?
4. What is Keyword Research?
5. What is crawling indexing ranking?
6. What is social media marketing?

Q. 3. Answer the following in detail. (Any 3) (30)

1. Define SEO and distinguish between On Page SEO and Off Page SEO.
2. Define website traffic. Explain How to track the website traffic?
3. Define Email Marketing.
4. Define the key elements to optimize the conversion rates per PPC.
5. Define the activities used to promote Digital marketing.
