

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF SCIENCE (M.SC) IN COMPUTER APPLICATIONS
EXAMINATION : JUNE - 2025
SEMESTER - III
Sub : Digital Marketing (MSC- 300-22)

Date :9/06/2025

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.

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- Q. 1. Answer the following in 2 - 3 lines. (Any 5) (10)**
1. What is marketing?
 2. Define ranking
 3. What is branding?
 4. What is search engine?
 5. Define the term web hosting.
 6. Define content marketing.
 7. What is responsive website?
- Q. 2. Answer the following in short. (Any 4) (20)**
1. What is Digital Marketing and Why Digital Marketing is Important?
 2. Differentiate between Traditional marketing & digital marketing?
 3. Explain Types of ads in Google Ads?
 4. Differentiate between on page SEO and Off page SEO
 5. What is domain name? State the important factors responsible for choosing domain. names.
 6. What is crawling? How crawlers work? What are the different types of crawling?
- Q. 3. Answer the following in detail. (Any 3) (30)**
1. What are the most effective ways to increase website traffic?
 2. What is SEO and what factor should we consider while planning SEO for any Website?
 3. Write detailed note on facebook marketing.
 4. Explain the benefits of social media marketing.
 5. Explain Google analytics
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