

Total No. of Questions : 5]

SEAT No. :

PF-12132

[Total No. of Pages : 2

[6648]-835

M.B.A.

MARKETING MANAGEMENT
SE MKT 12 : Digital Marketing - II
(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory with internal choice.
- 2) Figures to the right indicate full marks.
- 3) Assume suitable data if necessary and mention it clearly.

Q1) Attempt any FIVE of the following questions :

[5 × 2 = 10]

- a) What are the different types of websites?
- b) What is clicky Analytics?
- c) What is a text ad in Google Ads?
- d) Define UTM parameters.
- e) List different types of Facebook Ads.
- f) Define Twitter spaces.
- g) Explain LinkedIn Lead Gen Forms.
- h) Explain RoI dashboards.

Q2) Attempt any two of the following :

[2 × 5 = 10]

- a) Discuss the concept of bounce rate and session duration with examples.
- b) Explain various pricing models used in Google Ads campaigns.
- c) Describe different Facebook Ad types with suitable examples.

P.T.O.

Q3) Attempt any ONE of the following :

[1 × 10 = 10]

- a) “Social media analytics is essential for effective digital marketing”. Justify the statement with suitable examples.
- b) Explain the concept of web analytics and discuss its different types such as social and conversion analytics.

Q4) Attempt any ONE of the following :

[1 × 10 = 10]

- a) “Data tracking and analytics are essential for successful ad campaign” Justify the statement with suitable examples.
- b) Explain the evolution of social media marketing and compare it with traditional marketing methods.

Q5) Attempt any ONE of the following :

[1 × 10 = 10]

- a) “Social media marketing is essential for business growth in the digital era” Justify the statement with suitable examples.
- b) Explain the role of platform specific dashboards in measuring social media performance.

