CAG - 121 : DIGITAL MARKETING

Duration: 2 hours   **Total Marks : 60**   **Total No. of Pages : 3**

Instructions: i) *All* questions are *compulsory*.
ii) *Figures to the right indicate* **full marks**.

Q1. A.   Fill in the blanks.   (5×1=05)

I. The sequence of online and offline touch points a customer takes during a buying process or broader customer experience is called as _____.

II. _____ is an online advertising model in which advertisers pay each time a user clicks on one of their online ads.

III. Renting email lists or placing ads in third-party e-newsletters or the use of an in-house list for customer activation and retention is called as _____ marketing.

IV. _____is a free tool that shows you what happens *after* a customer interacts with your ads.

V. _____ Marketing is the combination of digital and real-life experiences, brought together to benefit the consumer.

Q1. B.   Define the following.   (5×1=05)

I. Content Marketing

II. Google Ads Display Network

III. Rich Media

IV. Keywords

V. Owned Media

Q.2. A. Briefly Explain the Keyword Matches and usages with an example. (05)

B. State and Explain the Categories of Ads with an example. (05)

OR

Q.2. X. Explain in detail the five benefits of PPC advertising. (05)

Y. What makes an Advertisement effective? Support your answer with an example. (05)

Q.3. A. What is Search Engine? Explain the working of Search Engine. (05)

B. State and explain the five different benefits of Adwords Editor. (05)

OR

Q.3. X. How do you optimize your On Page SEO? (05)

Y. Explain in detail the Invalid Clicks and how to manage invalid clicks. (05)

Q.4. A. State and Explain in detail the Link Building Strategies. (05)

B. Briefly Explain AdSense. Also differentiate between AdEx and AdSense. (05)

OR

Q.4. X. Explain Local SEO and Traditional SEO with an example. (05)

Y. Explain what can you do with Google Ads Editor? (05)

Q.5. A. Briefly explain the three different types of search queries with an example. (05)

B. Explain KPIs in SEO. Explain the five different ways KPIs would be targeted by SEO. (05)

OR

Q.5. X. State and explain the five Meta tags to improve the optimization of your website. (05)

Y. Explain bad or harmful links and state the five characteristics all of which can make a link "bad". (05)

Q.6. A. Explain the five Characteristics of a good Meta description. (05)

B. Explain the different ways to use AI to improve your website. (05)

OR

Q.6. X. State and explain the steps to improve the page speed. (05)

Y. Explain Accelerated Mobile Pages and state the advantages and disadvantages of AMP. (05)