

GVM'S
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA GOA
DIGITAL MARKETING
SEMESTER END EXAMINATION JANUARY 2021

Max Marks – 30

DURATION -2 Hrs

Q1) Answer the following (any five) (2*5=10)

- a. Explain concepts of Digital Marketing?
- b. What are the advantages of Digital Marketing over Traditional Marketing?
- c. Do you know how to generate traffic on a website?
- d. What do you mean by a responsive website design?
- e. What are some common Social Media Marketing mistakes that businesses tend to make?
- f. Explain Email Marketing
- g. What do you understand by On-Page and Off-Page Optimization?
- h. Difference between SEM vs SEO

Q2) Answer the Following (any four) (4*5=20)

- I. Your Opinion on Digital Marketing is going to wipe out the existence of Traditional Marketing in the future.
- II. How to build SEO to built content strategy of business
- III. How you start your Business with support of Digital Marketing
- IV. List Social media platform and Which is best according to you and Why
- V. What is branding . How you promote your Brand
- VI. Explain how you create Blog , and how to use headings to promote Blog