

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF SCIENCE (M.SC) IN COMPUTER APPLICATIONS**  
**EXAMINATION : DECEMBER - 2023**

**SEMESTER - III**

**Sub : Digital Marketing (MSC- 300-22)**

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**Date :15/12/2023**

**Total Marks : 60**

**Time: 10.00 am To 12. 30 pm**

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**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 are the four P's of marketing?
2. What is Digital Marketing?
3. What is web hosting?
4. What is website optimization?
5. What is Google analytics?
6. What is backlinks?
7. What is Google SERP.

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

1. Explain the types of Content Marketing.
2. Write a short note on domain & hosting
3. Explain Organic & Paid SMM.
4. What is crawler and indexing?
5. What is SMO?
6. What is Keyword Research?

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

1. Explain the YouTube Marketing Strategy.
2. What is website traffic? Explain How to track the website traffic?
3. Distinguish between On Page SEO and Off Page SEO.
4. Explain social media marketing and how SMM can help you to meet your goals?
5. Explain Email Marketing and types of Email marketing.

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