

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF SCIENCE (M.SC) IN COMPUTER APPLICATIONS
EXAMINATION : MAY - 2024
SEMESTER - II
Sub : Digital Marketing (MSC- 300-22)

Date :28/05/2024

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 digital marketing?
 2. What is VPS hosting?
 3. What are the four P's of marketing?
 4. What is content writing.
 5. What is ranking?
 6. What is mobile advertising?
 7. Define the term indexing.
- Q. 2. Answer the following in short. (Any 4) (20)**
1. Explain the ads in Google ads?
 2. What is SERP? How it works?
 3. Write short note on SMO.
 4. Explain wordpress hosting with its pros and cons.
 5. What is crawling? What are the different types of crawling?
 6. What are the types of facebook advertising?
- Q. 3. Answer the following in detail. (Any 3) (30)**
1. What is website traffic? Explain how to track website traffic?
 2. What is SEO and what factors should we consider while planning SEO for website?
 3. Write detailed note on youtube Marketing strategy.
 4. Explain the process of website optimization.
 5. Write in details about Google analytics.
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