

2025

M.Sc. 3rd Semester Examination

PAPER : M250308 (MOOCS)

DIGITAL MARKETING

Full Marks : 100

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *nine* questions : $2 \times 9 = 18$

1. What is digital marketing?
2. Define Social Media Marketing (SMM).
3. Define Search Engine Optimization (SEO).
4. Define Content Marketing.
5. What is affiliate marketing?
6. What are the main types of websites commonly used in digital marketing?
7. Define web hosting.
8. What is website traffic monitoring in digital marketing?

P.T.O.

(2)

9. Mention two advantages of digital marketing over traditional marketing.
10. What is a landing page?
11. Name any two popular Content Management Systems (CMS).
12. What is Pay Per Click (PPC) advertising?
13. Define conversion rate.
14. What is the role of content in digital marketing?

Group - B

Answer any *five* questions : $4 \times 5 = 20$

15. Explain the various components of digital marketing and their importance in modern business.
16. Discuss the role of social media platforms in digital marketing.
17. Describe the key elements of an effective email signup form.
18. What is Facebook Pixel and why is it important for digital marketing campaigns?
19. Explain the importance of monitoring website traffic behavior in digital marketing.
20. Describe the steps involved in website planning and development.

21. Write short notes on :

(a) Domain and Hosting

(b) CMS and Plug-ins

22. Explain the role of email marketing and its benefits in business growth.

Group - C

Answer any *four* questions : $8 \times 4 = 32$

23. Discuss the ethical and legal issues in digital marketing. How can marketers ensure data privacy, transparency, and responsible online advertising? $4+4$

24. Discuss the different types of domains and hosting services, and explain how they are essential for establishing an online presence.

25. Explain the concept of Pay-Per-Click (PPC) advertising in detail. Discuss how it works, its advantages, and why business use PPC alongside other digital marketing strategies. $3+5$

26. (a) Explain the use and importance of Keyword Planner tools in SEO.

(b) Discuss how keyword research impacts website traffic and ranking. $3+5$

27. (a) Explain the process of designing an automated email marketing campaign using MailChimp.

P.T.O.

(4)

- (b) Describe how automation helps in maintaining customer engagement. 4+4

28. (a) What is Google Analytics? Explain its interface and setup process.

- (b) Discuss the methods of tracking goals and conversions in Google Analytics. 4+4

Internal Assessment : 30 marks
