

M.E.S. Vasant Joshi College of Arts & Commerce, Zuarinagar- Goa
B.A. (NEP) Semester III End Assessment, October/ November 2024
Multidisciplinary Course: Fundamentals of Digital Marketing
(Course Code: COM232)

INSTRUCTIONS:

1. Question Paper Consists of a total of five questions with all questions carrying equal marks.
2. Q.1. and Q.2. are compulsory.
3. Internal choice in Q.3 to Q.5 is provided.
4. Figures to the right indicate maximum marks allotted.
5. Answer Q. 1 in 50 words each.
6. Answer Q.2. to Q.5 in 200 words each.

Duration:- 2 hours

Max. Marks: 60

Q.1. Answer the following questions.

(6 x 2 = 12 Marks)

- i. State any two characteristics of Digital Marketing.
- ii. Which are the platforms for Social Media Marketing?
- iii. Explain in brief POEM framework.
- iv. Identify any two types of Digital Campaigning
- v. List any two significance of Social Media Marketing.
- vi. What is the purpose of Social Media Marketing?

Q.2. A. Discuss any three disadvantages of Influencer Marketing.

(6 Marks)

Q.2.B. Elaborate the concept of Search Engine Optimization.

(6 Marks)

Q.3.A. Enumerate any three advantages of affiliate marketing.

(6 Marks)

Q.3.B. Evaluate the Email Marketing Campaign Process.

(6 Marks)

OR

Q.3.C. Examine any three characteristics of Search Engine Ads.

(6 Marks)

Q.4.A. Justify any three benefits of Mobile Marketing.

(6 Marks)

Q.4.B. Illustrate any three advantages of Blogging.

(6 Marks)

OR

Q.4.C. Summarize any three Elements of a Good Website.

(6 Marks)

Q.5.A. Assess any three characteristics of a successful Social Media Marketer.

(6 Marks)

Q.5.B. Analyse any three advantages of Facebook.

(6 Marks)

OR

Q.5.C. Outline any three roles of YouTube marketing.

(6 Marks)