



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:IV
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Digital Marketing	Course Code:MBA224104
Max. Marks:60	Duration:2.30 Hrs.

**Instructions:** Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

**Question No. 1 Attempt following Question**

- 1a) What are the skills required in digital marketing? (6) CO1

**Question No. 2 Attempt following Question**

- 2a) Explain customer targeting in digital marketing? (6) CO2

**Question No. 3 Attempt following Question**

- 3a) Outline strategies to optimize website with examples. (8) CO3

**OR**

- 3b) What are the Do's and Don'ts of Social Media Marketing. (8) CO3

- 3c) How to Do Keyword Research for SEO (8) CO3

**OR**

- 3d) Illustrate SEO Techniques to Boost Organic Traffic. (8) CO3

**Question No. 4 Attempt following Question**

- 4a) Breakdown GoPro Facebook strategy. (8) CO4

**OR**

- 4b) How to make engaging facebook business page . (8) CO4

- 4c) Analyze MrBeast's YouTube strategy to earn money. (8) CO4

**OR**

4d) Outline Seven YouTube Monetization Rules. (8) CO4

**Question No. 5 Attempt following Question**

5a) What is Google Analytics? What is the importance Google Analytics metrics. (8) CO5

**OR**

5b) What are the Benefits and limitations of Google analytics. (8) CO5

5c) What are the common web analytics mistakes. (8) CO5

**OR**

5d) Assess social media strategy for makemytrip (8) CO5

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