



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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