



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (December 2019)

School: School of Film & Media Program: BBA Media & Communication /Film & Media

Course: Fundamentals of Digital Marketing & Social Media Course Code: DSM201

Semester: Three

Max Marks: 30

Duration (mins): 120 min

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Note: Answer any THREE questions from the four below. All questions carry equal marks.

Q1.A. Search Engine Optimization (SEO) is the process of increasing the quality and quantity of website traffic. Describe SEO in details. [10]

OR

Q1.B. Search Engine Marketing (SEM) is a form of Internet marketing that involved the promotion of websites by increasing their visibility in Search Engine Results Pages through optimization and advertising. Describe SEM in details. [10]

Q2. A digital marketing plan is a document sharing the details for all the planning for your digital marketing campaigns or actions. Describe the steps to create a Digital Marketing Strategy/Plan. [10]

Q3. Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages. Explain the importance of website analytics. [10]

Q4. Write short notes on (ANY TWO):

1. Email marketing [05]

2. Mobile marketing [05]

3. Blogging as a social media tool [05]

\*\*\*\*\* ALL THE BEST \*\*\*\*\*