



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2018)

School: School of Film & Media

Program: B.Sc in New Media

Course: Digital Marketing for Webmasters

Course Code: NEM301

Semester: Five

Max Marks: 100

Duration (mins): 60 mins

Instructions:

1. As a Website Manager submit a full-fledged plan spanning the development and content of a Website. Assume that you need to get your website developed from a website developer.
2. The website can be of any nature but it must follow the standard structural format of a Website as taught in lab session.
3. Provide a Mock up Design as to How the Website would look and feel. You can use Design Software such as Canva.
Note: No coding and backend development is required
4. Mention the Sitemap that suggests the navigation between the pages on the Website.

Based on the above, answer the following:

Q1. What are the Key Responsibilities of a Webmaster? (25)

Q2. How can a Webmaster increase their conversion ratio looking at the Data available from Google Analytics? (25)

Q3. How crucial it has become for a Webmaster to be aware on Digital Marketing aspect of a Website? (25)

Q4. Throw some light on the importance of Meta Tagging, Meta Description & Meta Keywords as to how it effects on Search Engine? (25)