Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 Marks = 25

1.a)	What is Digital Marketing? Explain the benefits.	[5]
b)	Explain about social media marketing.	[5]
c)	Differentiate between action plan and budget.	[5]
d)	What is web search? Explain its basic keywords.	[5]
e)	What are different measurements of Digital Media?	[5]

PART - B
5 × 10 Marks = 50

2. Compare conventional marketing with digital marketing. Explain the different platforms of Digital marketing. [10]

OR

3. Explain the components of digital marketing with neat diagram and its strategies. [10]

4. Explain the following:
   a) Audience segmentation
   b) Segments for digital media [5+5]

OR

5. Describe the following:
   a) Website marketing
   b) Email marketing [5+5]

6. Explain the steps for writing the marketing plan and implementation to generate plan. [10]

OR

7. Describe the following:
   a) Mission
   b) Situation analysis [5+5]

8.a) Explain the importance of SEM.
   b) Explain different payment methods of online advertising. [5+5]

OR

9. What are Display ads? How to choose required format of user required Display – Ads? [10]

10.a) What is Micro blogging with twitter?
    b) Describe about Retention. [5+5]

OR

11. What is social media marketing? Explain social networking with face book, LinkedIn. [10]

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