

TIME: - 2 ½ Hours

Total Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice  
2) Figures to the right indicate full marks

Q1) Case Study:

Arnamica is an AI-powered workplace communications platform. They reached out to a Digital Media agency to launch a organic social and search strategy for their digital marketing campaign. The client had low brand awareness and didn't have a engagements with their consumers in their marketing campaigns before. The company desired to build user demand with a social and search advertising strategy. They desired a full-funnel strategy, targeting leads at every stage of the buying process. (15)

Based on the above case answer the following questions:

- a) As a digital marketer enumerate the key advertising objectives for promoting this campaign. (5)
- b) Create a Facebook campaign for promoting the brand. (5)
- c) How would you use Instagram as a platform for promotion of the brand? (5)

Q2) a) Discuss the advantages and Principles of Digital Media briefly? (8)

Q2) b) Explain On Page Optimization in context to SEO. (7)

OR

Q2) c) Discuss SEM in-brief as an important aspect of Digital Media. (8)

Q2) d) Briefly explain Web analytics. (7)

Q3) a) E-mail marketing enhances better Reach in Digital Media Campaigns. Comment. (8)

Q3) b) Highlight the importance of Content Writing in Digital-Media (7)

OR

Q3) c) Explain Affiliate Marketing and its purpose in Digital Media. (8)

Q3) d) Discuss Social media analytics with reference to Web Analytics (7)

Q4) a) Explain Google Adwords and what are they used for? (8)

Q4) b) Discuss Cyber Ethics? Explain in brief. (7)

OR

Q 4) c) Explain Email marketing with help of its key concepts. (8)

Q 4) d) Explain Programmatic Marketing briefly. (7)

Q5) Write Short Notes (Attempt any 3) (15)

- 1) Traditional Vs Digital Media.
- 2) SEO.
- 3) CRABS in Email Marketing.
- 4) Blogs.
- 5) Digital Security.