

R1324

Sub. Code

9BV6G2

B.Voc. DEGREE EXAMINATION, APRIL – 2024

Sixth Semester

Fashion Technology/Software Development

FUNDAMENTALS OF DIGITAL MARKETING

**[Common for B.Voc. (Fashion Technology)/B.Voc
(Software Development)]**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the need for digital marketing?
2. Define PPC.
3. List the aspects of digital marketing.
4. What is SEO in digital marketing?
5. What are the different types of Email Marketing Campaigns?
6. Define Micro-blogging.
7. What is online PR?
8. What is on-page and off page optimization?
9. What is E-mail marketing?
10. Define Holistic marketing.

Part B

(5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b)

11. (a) Write notes on the foundation of digital marketing.

Or

- (b) What are the key characteristics of digital consumer?

12. (a) What should be the approach for effective Pay Per Click campaigns?

Or

- (b) Mention what are the characteristics of “bad links”?

13. (a) What is the need of E-mail marketing in this era of social media?

Or

- (b) Write down the rules of engagement.

14. (a) Explain “Brand Bidding”.

Or

- (b) Write short notes on Blogger’s outreach.

15. (a) What are the different types of mobile marketing?

Or

- (b) How will you measure the success of an e-mail campaign?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the following concepts in digital marketing.
 - (a) SEO Marketing
 - (b) Affiliate Marketing
 - (c) Online Advertising

17. Explain the ways to design an effective website.

18. How will you measure the success of mobile marketing?

19. Discuss about recognizing opportunities for strategic partnership.

20. Describe about n tracking and measuring human behaviour in collaborative consumption.
