

- (b) Explain the following with respect to split testing in email marketing: 10
- Purpose
 - Process of split testing
 - Elements that can be split tested
 - How results are measured
 - Overall importance of split testing
6. (a) Briefly explain the three main approaches of machine learning - supervised learning, unsupervised learning, and reinforcement learning, with a specific example. 6
- (b) Mention the library import for text pre-processing and normalization. Also, write a line of code for the following tasks: 9
- Whitespace removal
 - Punctuation removal
 - HTML tag removal
 - URL removal
6. Write short notes on any **five** from the following: 15
- Time series analysis
 - Text normalisation
 - Feature extraction pipeline
 - Emotion analysis
 - Facebook Graph API.... nodes, edges, and fields
 - Three main dimensions of big data

[This question paper contains 4 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **5054** **I**

Unique Paper Code : 2344000032

Name of the Paper : Digital Marketing and Social Media Analytics

Name of the Course : **Generic Elective**

Semester : VIII

Time : 3 Hours **Maximum Marks : 90**

Instructions for Candidates :

- Write your Roll No. on the top immediately on receipt of this question paper.
- The question paper has **two** sections.
- Section-A** is compulsory.
- Attempt any **four** questions from **Section-B**.
- Part of a question must be answered together.

Section - A

- Define the three types of media in social media marketing: earned, owned, and paid. Give one example of each. 3
 - Define awareness efficiency and conversion efficiency. How does improving conversion efficiency benefit a digital marketer? 3

- (c) Differentiate between intranet, extranet, and the internet with reference to their access levels and usage in digital marketing. 3
- (d) Define phishing and denial-of-service attacks. 3
- (e) What is EdgeRank and how does it affect the visibility of a business page post on Facebook? 3
- (f) What is a 301 redirect and when should it be used in Search Engine Optimisation (SEO)? 3
- (g) What is the difference between a hard bounce and a soft bounce in email marketing? 3
- (h) What is an Email Service Provider (ESP)? State any two benefits of using one. 3
- (i) Define API (Application Programming Interface). What are the two main methods used in RESTful API services? 3
- (j) Define web scraping and web crawling. 3

Section - B

- 2. (a) A retail company is planning to shift from offline to online marketing. Using the 5Ss framework of Internet marketing (Sell, Serve, Speak, Save, Sizzle), analyse how each 'S' can help the company achieve its digital marketing objectives. Support each point with one relevant business objective. 5
- (b) Sketch a neat labelled diagram of the Gartner Hype Cycle and briefly describe each of its five phases that a technology passes through. 10

- 3. (a) Differentiate between symmetric and asymmetric encryption. A customer places an order on an e-commerce website and enters their credit card details. Using this scenario, explain how asymmetric encryption protects the transaction. 2+3=5
- (b) Explain DMI's (Digital Marketing Institute) 5P customer search insights model. Apply it to any one search query example and explain how it helps improve SEO (Search Engine Optimisation) strategy. 10
- 4. (a) When you click into the Insights section from a Facebook page, you can see seven tabs. Name any five tabs of Facebook Insights and explain each in detail. Also, explain the overall importance of Facebook Insights for a digital marketer. 5+2=7
- (b) Differentiate between on-page optimization and off-page optimization. Explain each in detail with all techniques, tools, and challenges involved. 8
- 5. (a) What are the three communication zones in email marketing? Which zone does email belong to and why must marketers be careful in this zone? 5