

6. (a) Explain the role of customer engagement in digital marketing and discuss how it helps in predicting customer buying behaviour. 7
- (b) Explain how Google tools are used as research tools for assessing digital markets. Discuss their key features and applications. 8
7. Write any **three** short notes on the following. 15
- Role of mobile apps in marketing
 - Symmetric and asymmetric encryption
 - Digital signature & digital certificates
 - Phishing and denial of service attack

[This question paper contains 4 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **5321** **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**.
- Parts of a question must be answered together.

Section - A

1. (a) Explain the concept of digital marketing and multichannel marketing. 3

- (b) Describe the structure of the URL with an example. 3
- (c) Briefly explain three main properties of big data. 3
- (d) Explain the concept of paid media with suitable examples. 3
- (e) Discuss different approaches to developing secure systems in digital marketing. 3
- (f) Briefly explain any three types of marketing emails. 3
- (g) Define Search Engine Optimization. List the two types of optimization techniques. 3
- (h) Define API (Application Programming Interface) and explain its role in social media analytics. 3
- (i) State any three key elements of an automated email campaign. 3
- (j) What is parsing of data ? Explain briefly. 3

Section - B

- 2. (a) Explain scraping and crawling with examples and their role in social media analytics. 7
- (b) What is SERP? Discuss its importance and explain how high ranking on SERP improves digital marketing performance. 8
- 3. (a) Explain various types of APIs and illustrate each with a suitable example. 7
- (b) Explain the off-page optimization techniques in detail. 8
- 4. (a) Differentiate between internet, intranet and extranet with suitable examples. 7
- (b) What is the role of email marketing and explain its five objectives. 8
- 5. (a) Discuss social media marketing and search engine analytics with their role and benefits. 7
- (b) Explain any eight basic data cleaning techniques used in data preprocessing. 8