

BCOM/369N

FACULTY OF COMMERCE /BUSINESS MANAGEMENT

B.Com./B.B.A. III Semester(CBCS-NEW R19) Examination, JULY(M) 2021

SKILL ENHANCEMENT COURSE 2

FOUNDATION OF DIGITAL MARKETING &WEB DESIGN

Time: 2 Hours]

[Max. Marks: 40

Section A – (Marks: 2 x 5 = 10)

Answer any two following questions.

- 1 What is Video Marketing?
- 2 What is Content Marketing?
- 3 How does understand targeting audience help in designing a better website?
- 4 Write a brief note on Audience Reports?

Section B – (Marks: 2 x 15 = 30)

Answer all questions. All questions carry equal marks.

- 5 a What is Search Engine Optimization? Explain its significance in Digital Marketing?

OR

- b Describe the tools for Email Marketing and their utility?

- 6 a Elucidate the concept of Conversion rate optimization?

OR

- b How to setup Google Analytics? Explain.
