



Name:

Enrolment No:

UPES

End Semester Examination, May 2023

Course: Understanding Digital Marketing

Program: BBA DM

Course Code: DIGB 200P

Semester: IV

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		
(i)	How do on-site surveys help to analyse user behavior of the website?		CO1
(ii)	How does session recording help the digital marketers?		CO1
(iii)	What are abandonment cart emails?		CO1
(iv)	What do you mean by mobile marketing?		CO1
(v)	What is Quality Score?		CO1
(vi)	What is Sitemap?		CO1
(vii)	What is the speed audit of a website? How its helpful for a digital marketer?		CO1
(viii)	What is online visibility of a brand? Explain in brief.		CO1
(ix)	Who are social media influencers?		CO1
(x)	What do you mean by search engine marketing?		CO1

SECTION B
4Qx5M= 20 Marks

Q2	Statement of question		
(i)	List the different methods through which you can know the user experience on the website.		CO2
(ii)	What is the difference between 'Bounce rate' and 'Exit rate'? How this data is helpful to the digital marketers?		CO2
(iii)	How does digital marketing help to establish the brand identity?		CO2
(iv)	Explain the concept of Indexing in SEO.		CO2

SECTION-C
3Qx10M=30 Marks

Q3	Statement of question		
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(i)	Explain the concept of POEM framework in digital marketing.		CO3
(ii)	What are some methods of converting the website traffic in to leads?		CO3
(iii)	What is On-Page optimization in SEO? List some on-page optimisation methods to improve the ranking of a website in google search results.		CO3
SECTION-D			
2Qx15M= 30 Marks			
Q4	Statement of question		
(i)	What are the different strategies of Link building in digital marketing? Explain each in detail.		CO4
(ii)	What are the main factors in google ad auction that determine the order of the ads.		CO4