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## QUESTION BANK

### Unit-1

**Q1. Write answers in one sentence**

**2\*5=10**

1. Define e commerce
2. Define SEO
3. Define B2B
4. Define B2C
5. Define online marketing

**Q2. Write answers in brief.**

**5\*3=15**

1. What is digital marketing
2. What are the digital marketing channels
3. What is is digital display marketing

**Q3. Write answers in detail**

**15\*3=45**

1. Explain types of digital marketing
2. Differentiate between digital and real marketing
3. Explain email marketing



## QUESTION BANK

### Unit-2

#### Q1. Write answers in one sentence

2\*5=10

1. Define content
2. Define strength
3. Define web
4. Define threads in digital marketing plan
5. Define opportunities in digital marketing plan

#### Q2. Write answers in brief.

5\*3=15

1. What is web design
2. what is target group analysis
3. What is content management

#### Q3. Write answers in detail

15\*3=45

1. Explain sWOT analysis for Digital Marketing
2. Explain mS Expression Web
3. Explain optimisation of website



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## QUESTION BANK

### Unit-3

#### Q1. Write answers in one sentence

5\*2=10

1. Define search engine
2. Define search engine market share
3. Define SEO tools
4. Define SEO techniques
5. Ddefine organic search

#### Q2. Write answers in brief.

3\*5=15

1. What is SEO strategy
2. What is search engine result page
3. What are the advantages of SEO

#### Q3. Write answers in detail

3\*15=45

1. Explain CRM process
2. Explain cRM systems
3. Explain role of CRM in the organizations



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## QUESTION BANK

### Unit-4

#### Q1. Write answers in one sentence

2\*5=10

1. Define blog
2. What is Facebook
3. What is Twitter
4. Define WhatsApp
5. Define LinkedIn

#### Q2. Write answers in brief.

5\*3=15

1. Explain role of facebook for Digital Marketing
2. How email marketing is effective
3. Explain the functioning of linkedIn for social marketing

#### Q3. Write answers in detail

15\*3=45

1. Explain the role of Twitter digital marketing
2. How a businessman can start its marketing using social media
3. Discuss critically social media marketing



## QUESTION BANK

### Unit-5

#### Q1. Write answers in one sentence

2\*5=10

1. Define social media budget
2. What is budget preparation
3. How much budget is allocated for advertising
4. What are the different types off social media budget
5. Why planning of budget is necessary

#### Q2. Write answers in brief.

5\*3=15

1. Explain the structure of digital budget
2. Explain importance of digital budget
3. What are the factors considered in formation of budget

#### Q3. Write answers in detail

15\*3=45

1. Explain digital marketing budget allocation
2. What is weekly digital schedule
3. Explain is yearly digital schedule