COMPREHENSIVE CONCURRENT EVALUATION

Important Instruction:
The subject is evaluated based on four components:

Sr.No	Components	Submission Date	Marks
1.	Written Home Assignment		25
2.	Written Home Assignment		25
3.	Presentation		25
4.	Test		25
	Total Marks		**100**

Component 1: Written Home Assignment

Submission Date: 30/09/21

Q1. Define Digital Marketing. Explain different tools used for digital marketing.

Component 2: Written Home Assignment

Submission Date: 15/10/21

Q2 Differentiate between digital marketing and traditional marketing

Component 3:Presentation

Submission Date: 30/10/21

Based on Unit 3

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Component 4: TEST

Submission Date: 15/11/21