

INDIRA UNIVERSITY, PUNE

SCHOOL OF INFORMATION TECHNOLOGY-BSC CS/ DS/ CYS

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Digital Marketing
Subject Code: 25SOBOE1

Max. Marks: 25
Time: 1:30 Hrs.

Instructions

- All Questions are Compulsory.

CO #	Cognitive Ability	Course Outcome
CO3	Analyze	Make Use of the right combination of digital marketing platform effective advertising.
CO4	Apply	Analyze SEO and SEM roles in optimizing websites and driving traffic.
CO5	Evaluate	Assess different Search Engine Optimization (SEO) and Search Engine Marketing (SEM) techniques, comparing their impact on online visibility and performance.

Q1.	Attempt any 5 out of 7. (1 mark each) (5 Marks) a. Identify two major differences between traditional and digital marketing. b. Identify different types of social media platforms. c. Identify two benefits of social media marketing. d. Identify the domain extension suitable for a nonprofit organization. e. Apply a Keyword example for a bakery's website SEO. f. Choose a suitable web analytics tool for e-commerce tracking. g. Apply web analytics insights to improve future campaigns.	CO3
Q2.	Attempt any 2 out of 4. (10 Marks) a. Distinguish the different stages in the evolution of Digital Marketing. b. Compare the effectiveness of paid vs organic social media marketing. c. Interpret key performance indicators (KPIs) used to evaluate marketing campaigns. d. Generate examples of common terminologies used in web analytics.	CO4
Q3.	Attempt all questions. a) Evaluate the effectiveness of the POEM framework in structuring integrated digital campaigns. (5 Marks) b) Assess of On-page, Off-page, Technical in SEO. (5 Marks) OR	CO5
Q.3.	Explain use of KPIs in analytics. (10 Marks)	
