

## INDIRA UNIVERSITY, PUNE

SCHOOL OF INFORMATION TECHNOLOGY-BSC (AIML, BCA)

Term End Examination (2025 Pattern) December – 2025 - 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.	<p><b>Attempt any 5 out of 7. (1 mark each) (5 Marks)</b></p> <p>a. Identify the meaning of Digital Marketing. b. Discover one key benefit of digital marketing for startups. c. Choose a social platform most suitable for professional networking. d. Apply one “Don’t” rule while handling digital media campaigns. e. Solve which SEO type is used for optimizing webpage content. f. Construct a short example of a paid marketing campaign. g. Discover one mistake marketers make while using analytics.</p>	CO3
Q2.	<p><b>Attempt any 2 out of 4. (10 marks)</b></p> <p>a. Analyze how consumer data influences strategic decisions in digital marketing campaigns. b. Categorize the types of social media platforms based on their functions. c. Compare the effectiveness of influencer marketing with paid display campaigns. d. Compare the benefits and limitations of SEO and SEM.</p>	CO4
Q3.	<p><b>Attempt all questions.</b></p> <p>a) Assess the impact of digital marketing on consumer purchase decisions in the post-pandemic era. <b>(5 marks)</b> b) Explain how social media analytics can be used to improve campaign performance. <b>(5 marks)</b></p> <p style="text-align: center;"><b>OR</b></p> <p><b>Q.3. Explain How Google Ads work. (10 marks)</b></p>	CO5

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