

INDIRA UNIVERSITY, PUNE

SCHOOL OF INFORMATION TECHNOLOGY-BSC (CS, DS,CYS)

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>Attempt any 5 out of 7 (1 mark each) (5 Marks)</p> <ol style="list-style-type: none"> a. Apply the concept of digital marketing to promote a local business. b. Identify one major challenge in implementing digital marketing. c. Apply the concept of hashtags in social media promotion. d. Identify a type of digital advertisement you encounter daily. e. Identify the purpose of Search Engine Optimization (SEO). f. Identify one purpose of Web Analytics. g. Apply the concept of goals in web analytics to define success metrics. 	CO3
Q2.	<p>Attempt any 2 out of 4 (10 marks)</p> <ol style="list-style-type: none"> a. Compare the scope of Traditional and Digital Marketing in reaching audiences. b. Analyze how social media marketing benefits small-scale businesses. c. Interpret key performance indicators (KPIs) used to evaluate marketing campaigns. d. Analyze common web analytics mistakes and their impact on campaign results. 	CO4
Q3.	<p>A) Attempt all questions.</p> <ol style="list-style-type: none"> i. Choose the most effective digital marketing channel for a startup and justify your selection. (5 marks) ii. Interpret customer engagement metrics to evaluate brand loyalty on social platforms. (5 marks) <p style="text-align: center;">OR</p> <p>B) Summaries Google Analytics features. (10 marks)</p>	CO5
