

**Total No. of Questions: 5]**

**Roll No.**

**MKSSS's Smt. Hiraben Nanavati Institute of Management and Research for women Pune**

**INTERNAL EXAMINATIONS 2025-26**

**M.B.A. Semester: IV (2024 Pattern)**

**Subject Code: 408**

**Subject Name: Digital Marketing-II**

***Time: 2.5 Hrs.]***

***Date:12/05/26***

***Maximum Marks: 50]***

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**Q.1] Answers FIVE of the following questions:**

1. Which of the following is an example of organic traffic? (2 Mark)

- a) Paid search ads
- b) Display ads
- c) Search engine results without payment
- d) Influencer marketing

2. What does CTR stand for? (2 Mark)

- a) Click Through Rate
- b) Customer Tracking Ratio
- c) Conversion Tracking Rate
- d) Click Time Ratio

3. Which tool is commonly used for website analytics? (2 Mark)

- a) Canva
- b) Google Analytics
- c) Photoshop
- d) Tally

4. Which platform is best suited for B2B marketing? (2 Mark)

- a) Instagram
- b) Snapchat
- c) LinkedIn
- d) TikTok

5. What is SEO primarily used for? (2 Mark)

- a) Paid promotions
- b) Improving organic visibility
- c) Email marketing
- d) Offline advertising

6. What does CPC mean in digital advertising? (2 Mark)

- a) Cost per Click

- b) Cost per Customer
- c) Cost per Campaign
- d) Cost per Content

7. Explain the concept of bounce rate. (2 Marks)

8. What is content marketing? (2 Marks)

**Q.2] Short notes (Attempt any Two)**

- a) Explain types of digital marketing channels with examples. (5 Marks)
- b) Discuss factors influencing SEO ranking. (5 Marks)
- c) Explain the role of social media marketing in Customer Engagement. (5 Marks)

**Q.3]** A startup is launching a new mobile app. Apply the stages of digital marketing strategy to create awareness and acquire users. (10 Marks)

**OR**

Apply the concepts of SEO and SEM to improve the visibility of an e-commerce website. (10 Marks)

**Q.4]** An e-commerce company is experiencing high website traffic but low conversion rates.

- (A) Analyze the possible reasons for this issue (5 Marks)
- (B) Suggest suitable digital marketing strategies to improve conversions (5 Marks)

**OR**

Analyze different digital advertising models (CPC, CPM, CPA) and compare their effectiveness in various business situations. (10 Marks)

**Q.5]** Evaluate the effectiveness of a digital marketing campaign and suggest improvements with suitable examples. (10 Marks)

**OR**

Design an integrated digital marketing communication (IDMC) plan for a new product launch.

(10 Marks)

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