

- 8 HTML stands for _____.
- A Hyper text marking language B Hyper text marked language
- C Hyper text makeup language D Hyper text markup language
- 9 Which of the following are advantage(s) of digital marketing over traditional marketing?
- A Digital marketing is performance oriented B Targeting of audience on the basis of user's interest is possible in digital marketing
- C Digital marketing offers customer inter activity D All of the above
- 10 From following which is not a part of online marketing mix
- A E-Product B E-Place
- C E-Price D E-Service
- 11 From following which is not part of 7 C's of digital marketing.
- A Customer B Content
- C Conversion D None of these
- 12 Which of the following is not a type of digital marketing activity?
- A Search marketing B Viral marketing
- C Retail marketing D Social web marketing
- 13 SERP stands for _____.
- A Search Engine Related B Search Engine Result Page
- C Search Engine Response Page D Search Engine Rated Page
- 14 Which type of digital marketing allows businesses to pay for their website to appear at the top of search engine results for specific keywords?
- A SEO B PPC
- C Social Media Marketing D Email Marketing

- Q.2 Answer the following in short:
1. Behavior Targeting
 2. Contextual Targeting
 3. Ethical issues in digital marketing
 4. E-Price
 5. SEM

6. Explain PPC
7. ASO

Q.3 Attempt the Questions (3 out of 5) 21

1. Explain online marketing mix with example.
2. What is web 1.0, web 2.0 and web 3.0 ? Explain in details.
3. Write down different between traditional marketing & digital marketing
4. What are the main components of a digital marketing strategy and how do they interrelate to achieve a company's goals?
5. Explain the concept of digital marketing and its importance in today's business environment.

Q.4 Case Study:

The Coffee Shop is a small, independent coffee shop located in a busy downtown area. They sell a variety of coffee drinks, pastries, and sandwiches. The Coffee Shop has been in business for several years, but recently, they've been struggling to attract new customers and increase sales. The owner of the Coffee Shop, Jane, is considering implementing a digital marketing strategy to help boost her business.

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- (a) What channels of digital marketing could The Coffee Shop use to reach their target audience and increase sales?
- (b) What steps should The Coffee Shop take to measure the success of their digital marketing efforts?
