

13.a) Interpret key components of Search Engine Marketing (SEM).

(OR)

b) Describe the characteristics of Display Advertising.

14.a) Critically examine Social Media Marketing (SMM).

(OR)

b) Assess the development of Social Media Strategy.

15.a) Sketch out Website designing in Digital Marketing.

(OR)

b) Show how the blogs are helpful for the organization.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K4 (Or) K5)

16. a) Summarise the functions of marketing.

(OR)

b) Classify the basis for market segmentation.

17.a) Examine whether Digital Marketing is superior to traditional marketing.

(OR)

b) List the factors impacting the shift from Traditional to Modern Marketing .

18. a) Evaluate the advantages and disadvantages of digital marketing channels.

(OR)

b) Recommend the list of digital marketing channels for the current scenario.

19.a) Analyse the Measurement metrics for Facebook.

(OR)

b) Construct the various factors to help the social medial marketers to sustain in the market.

20.a) Contrast the rise of Relationship Marketing.

(OR)

b) Recommend the emerging trends and concepts in Digital Marketing.
