

TIME: - 2½ Hours

Marks:-75

- NOTE: 1) All the question are compulsory subject to internal choice  
2) Enumerate with relevant examples where ever necessary  
3) Figures to the right indicate full marks

**Q1) Case Study:**

Starbucks is a firm believer in LGBTQ+ rights. When the pride wave surged, Starbucks came forward and reinstated its belief through the **#ExtraShotOfPride** campaign. Starbucks joined hands with the Born This Way Foundation to raise \$250K to support the LGBTQ+ community. Throughout the campaign, they shared quotes and stories of various Starbucks employees cherishing the pride spirit.

(15)

Based on the above case answer the following questions:

- a) As a digital marketer enumerate the key advertising objectives for promoting this campaign. (5)
- b) Create a Facebook campaign for promoting the brand. (5)
- c) How would you use Instagram as a platform for promotion of the brand ? (5)

Q2) a) Discuss the advantages and Principles of Digital Media briefly? (8)

Q2) b) Explain On Page Optimization in context to SEO. (7)

OR

Q2) c) Discuss SEM-in brief as an important aspect of Digital Media. (8)

Q2) d) Briefly explain Web analytics. (7)

Q3) a) E-mail marketing enhances better Reach in Digital Media Campaigns. Comment. (8)

Q3) b) Highlight the importance of Blogs in Digital Media. (7)

OR

Q3) c) Explain Affiliate Marketing and its purpose in Digital Media. (8)

Q3) d) Discuss Social media analytics with reference to Web Analytics (7)

Q4) a) Explain Google Adwords and what are they used for? (8)

Q4) b) Discuss Digital Security? Explain in brief. (7)

OR

Q 4) c) Explain Email marketing with help of its key concepts. (8)

Q 4) d) Explain Programmatic Marketing briefly. (7)

Q5) Write Short Notes (Attempt any 3) (15)

- 1) Traditional Vs Digital Media.
- 2) SEO.
- 3) CRABS in Email Marketing.
- 4) Content Writing.
- 5) Cyber ethics.