

K. E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
Unit Test II
(Odd Semester 2022-23)

Qp code
UT56

Class: S. Y. MBA IEV Semester III

Course Code: ~~IEV~~ MIM 201

Course Name: Digital Marketing

Date: 22/12/2022 (11.45 am to 12.45 pm)

Max Marks: 25

- Instructions:** 1) All questions are compulsory
2) Figures to the right indicate maximum marks
3) Assume suitable data if not given

Q. No.	Question Statement	Marks	CO. No.
Q.1	“Digital Marketing is always make difference while positioning product over Traditional Marketing” List out your view in this regard.	8	CO1 CO2
Q.2	Describe Pay Per Click and brief about the role of PPC Advertising and benefits of having Pay Per Click Ad campaign. OR Create your Twitter content strategy for the mobile you have launched with AI.	7	CO1 CO2
Q.3	Answer the following (Any Two) 1. Discuss seven Advanced LinkedIn Strategies for B2B Marketing 2. Elaborate benefits of Pay per Click with suitable example 3. Describe how you can create your profile on LinkedIn	10	CO2 CO3 CO4

