

Enroll No

Q.P. Code
UT 2957

Unit Test -I (2025-26)

S.Y. Master of Business Administration IEV

Course Code: MIM2011/12 Course Name: Digital Marketing

Day & Date: Monday, 11/08/2025

Time: 03:45 pm To 04:45 pm

Max Marks- 25

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

		Marks	BT Level	COs
Q.1	A Illustrate the importance of Search Engine Optimization in today's digital world with suitable examples.	8	3,5	1
OR				
	Appraise the significance of Off-Page in Search Engine Optimization.			
	B Illustrate the advantage of article submission for Search Engine Optimization.	7	3	1
Q.2	What is an RSS feed? How helpful it is to stay up-to-date with your favorite newscasts, blogs, and websites.	10	5	2

