



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2018-20)

CLASS TEST - I

Digital Marketing (18MBA-303A)

Total Marks : 15

Time: 1 Hour

Q 1. Definition with example

(1*5=5)

- a. Backlink
- b. Brand Mnemonic
- c. Domain Authority
- d. 70/20/10 Content Approach
- e. Keywords

Q2. Answer any two

(2*2.5=5)

- a. Anisha has a blog of recipe where she writes, share and puts video of world-wide cuisines. Suggest her method of off-page optimization of SEO.
- b. Is social media marketing important in the B2B segment? Support your opinion with relevant example
- c. Explain P.O.E.M framework in digital marketing strategy?

Q3. Answer any one

(1*5=5)

- a. What are the Key drivers of Digital marketing? Explain in details
- b. Explain the Social media strategy cycle?
