

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA III Semester Examination - December 2025

Subject Name: Digital Marketing

Max. Marks: 60

Subject Code: MBA-GE-MM-06

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks

(5 x 12 = 60)

Q1. As a young entrepreneur planning to launch an online business for youths, what type of business would you start, and what digital promotional strategies would you use to ensure success.

Q2. For a Brand X specializing in electronic products, which SEM keyword strategies would you select for its online and offline businesses, and why? Provide justification for each strategy.

Q3: Define search engine marketing and discuss its importance in detail.

Q4: What is ethical and unethical SEO in digital marketing? Explain Black Hat and Grey Hat SEO techniques in detail.

Q5: Write short notes on **any two**: I. Impressions II. Click-through Rate III. Inbound link

Q6: What is conversion rate optimization (CRO)? Describe various elements of CRO process in detail.

Q7: How does Google Analytics help business websites in doing web analytics? Discuss in context of audience analysis and customer acquisition.

Q8: Elaborate on various on-page and off-page SEO strategies used by the websites to get better organic rankings in the search engine result pages.
