



CO5	K2	10.	Which ad format on Facebook is designed to display multiple images or videos in a single ad? a) Single image      b) Slideshow      c) Carousel      d) Instant Experience
<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K2	11a.	Explain POEM framework for digital marketing strategy. <b>(OR)</b>
CO1	K2	11b.	Describe the steps of digital marketing plan process.
CO2	K2	12a.	Identify any two media of display advertising. <b>(OR)</b>
CO2	K2	12b.	Make use of any three characteristics of a good creative ad.
CO3	K3	13a.	Interpret the steps for creating ad in your site. <b>(OR)</b>
CO3	K3	13b.	Show the steps to enhance your ad campaign.
CO4	K3	14a.	Sketch the methodology of 70/20/10 content approach. <b>(OR)</b>
CO4	K3	14b.	Illustrate the components of social media implementations.
CO5	K4	15a.	Analyse any two types of Facebook insights. <b>(OR)</b>
CO5	K4	15b.	Examine any three formats of Facebook ads.

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No</b>	<b>SECTION – C (5 X 8 = 40 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K4	16a.	Compare digital marketing with traditional marketing. <b>(OR)</b>
CO1	K4	16b.	Investigate ethical and legal framework of digital marketing.
CO2	K5	17a.	Analyse the components of display media plan. <b>(OR)</b>
CO2	K5	17b.	Examine geographic and language tagging in digital marketing.
CO3	K5	18a.	Evaluate the factors does Google use to calculate Ad rank. <b>(OR)</b>
CO3	K5	18b.	Design your own ad.
CO4	K5	19a.	Discuss any three the components of Social Media strategy cycle. <b>(OR)</b>
CO4	K5	19b.	Evaluate any two of social media entertainment.
CO5	K6	20a.	How many ways to improve your Facebook organic marketing for your product? <b>(OR)</b>
CO5	K6	20b.	Bring out any three other Facebook marketing tools and discuss.