**Digital Marketing**

**June 2022 Examination**

**Q1. Facebook is one of the most important social media platforms for advertisers. Business presence on this platform is critical to its digital growth. Explain how Facebook audience insights can be used by a B2B fashion e-commerce portal to its advantage. Can Facebook live be used as a substitute by online tutors to conduct live webinars? (10 Marks)**

**Ans 1.**

**Introduction**

Social media plays a vital role in discussing business marketing and contributing to sizeable enterprise areas for efficiently adding clients based on product demand and marketplace demand. In addition, managers, leaders, and HR people manipulate the offerings and administrative modifications related to hiring personnel and new people for commercial enterprise. It helps to initialize business changes and upload more excellent customers towards insights of FB audiences and taking part in the offerings of automatic adjustments inside the industry.

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**Q2. The app ecosystem is growing rapidly with Google Play Store and Apple Play store having millions of apps. The app marketplaces have made it easier for users to find apps of their interest. Apps can be related to retail, health, lifestyle, news, or entertainment. Can an online service provider by having a mobile website as well as an app? An online health and wellness platform is planning to develop an app. What are the practices the online health and wellness platform has to adapt to create a highly engaging app? (10 Marks)**

**Ans 2.**

**Introduction**

The healthcare services assist enhance the high quality of life and aid several people's health through providing effective healthcare remedies. Similarly, an uncountable quantity of healthcare services uses online advertising services to provide data and control the affected person's services effectively. However, the operating of HR employees and its strategies assist numerous sufferers dealing with health issues to manipulate their affected person behaviors with first-rate

**Q3a. Search engines drive traffic as they are a primary channel to find information on the Internet. Data indicates that search engines are encouraging mobile websites and devaluing the rank of non-mobile websites. List out the reasons, why search engines are encouraging mobile websites and devaluing the rank of non-mobile websites. (5 Marks)**

**Ans 3a.**

**Introduction**

Further, cell and computing device services are vital factors that individuals need to manage their business markets and use good ranking and indexing services inside the modern analysis. Furthermore, Google's content material and information assist in preparing and getting entry to

**Q3b. The modern management thinker Peter Drucker has said, "what gets measured, gets managed”. Explain the above statement with appropriate examples in the context of Web Analytics. (5 Marks)**

**Ans 3b.**

**Introduction**

The signal repository allows aggregating the demand and income. Further, the analytical internet services add the customers' statistics via leading the business insights and changing deeper levels by improving consumer engagement and reviewing the business transformation correctly.