**Digital Marketing**

**June 2023 Examination**

**1. Homepage is one of the essential web pages on the website as it creates an excellent first impression. Airbnb, Drop box, and Red bull are examples of brands with good website homepage design. Visit the homepage of the brands mentioned above and mention the best practices of good homepage design. (10 Marks)**

**ANS:**

**INTRODUCTION:**

In today's capitalist world, each business employer must collect the most extensive and whole market proportion. It's far in line with the companies' profit method instead of the government's welfare-oriented approach. Due to the arrival of globalization, groups have expanded their business facts within the outer world, which has increased their market share and even provided them with an increased number and variety of customers. So, there is a type of race that the business is running to earn more profit and market share. For that

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2**. Collegedunia (www.collegedunia.com) is a one-stop solution to all students' education-related queries. What are the off-page SEO factors Collegedunia has adopted for consistently ranking higher on all education-related queries on Google Search Engine Result Page (10 Marks)**

**ANS:**

**INTRODUCTION:**

In the contemporary virtual world, while businesses have improved themselves to make their reach greater, digital advertising has become essential. Marketing in itself is a vital component of the business. It is through marketing or popularly called advertising and marketing, that the company tries to expand itself. Marketing enables the spread of statistics about the business's products, items, or services to customers. Only then does the purchaser learn about the product and its various features and determine

**3.**

**a) BookMyShow India is the number one online ticket vendor in India. Why does BookMyShow use online display advertisements on the Google search engine, Facebook, LinkedIn, and other platforms? (5 Marks)**

**ANS:**

**INTRODUCTION:**

In a brand new digital world, where businesses have expanded themselves to make their reach greater, digital marketing has become essential. Marketing allows the spread of data about the business's product, goods, or services to customers. Simplest then does, the purchaser finds out about the product and its various features and decides

**b) Myntra, a pure-play e-commerce site launched out of India in 2007, has noticed a drop in traffic on the website. Myntra wants to drive traffic to the website by running online display ads. Suggest the buying model Myntra will use to run online display advertisements on Google and Instagram. (5 Marks)**

**ANS:**

**INTRODUCTION:**

Marketing facilitates the spread of facts about the business's product, goods, or offerings to the customer. Only then does the customer learn about the product and its numerous features and then determine whether or not to buy the product. In modern virtual international, while groups have improved themselves to attain greater, digital