

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2026

Ph.D (HSS)

COURSE CODE (CREDITS):): 21P1WHS131(3)

MAX. MARKS: 25

COURSE NAME: Fundamentals of Digital Marketing

COURSE INSTRUCTOR: Anupriya Kaur

MAX. TIME: 1.5 Hour

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculators is not allowed

Q.No	Question	Marks
Q1	Explain the concept of personalization in digital marketing. How does it improve customer engagement and conversion?	5
Q2	What is strategic search engine optimization? How can SEO support long-term business growth?	5
Q3	What is website usability? Discuss key elements that make a website user-friendly.	5
Q4	Write short notes on a. Organic search vs paid search b. On-page SEO elements c. User-generated content (UGC) d. Chatbots in digital marketing e. Omnichannel digital strategy	10