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Course Code: BA (JMC)- 307

Course Name: Digital Media Marketing

Assignment - 3
(Based on Unit - IV)

Marks

- Q1. Critically assess the limitations and challenges of Google Analytics as a data analytics tool, considering factors such as data accuracy, user privacy, and data interpretation. (BTL5/CO4) (4)
- Q2. Appraise the role of public-private partnerships in advancing the "Skill India" mission and propose strategies to measure and monitor the long-term outcomes and success of the initiative. (BTL5/CO4) (4)
- Q3. Compare and contrast the Startup India Scheme with similar initiatives implemented in other countries. (BTL5/CO4) (4)
- Q4. Evaluate the role of apprenticeship programs in Skill India and their contribution to reducing unemployment.(BTL5/CO4) (4)
- Q5. Evaluate the effectiveness of the Start-Up India initiative in promoting innovation and entrepreneurship in India. Provide both an analysis of its achievements and suggestions for improvement.(BTL5/CO4) (4)