

END TERM EXAMINATION

SECOND SEMESTER [MCA] JULY 2023

Paper Code: MCA128

Subject: Digital Marketing

(BATCH 2020 ONWARDS)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.no.1 which is compulsory.
Select one question from each unit.

- Q1 Attempt the following questions briefly:- (2.5x10=25)
- Explain any three drivers of new marketing environment.
 - Differentiate between B2B and B2C.
 - Explain various types of Opt-in Email permissions
 - Describe Blogs.
 - How does Facebook calculate edge rank?
 - Differentiate between Push and Pull marketing.
 - What do you understand with the term Google AdWords?
 - What is Search engine optimization?
 - Explain lead generation through LinkedIn.
 - Write a short note on Online PR.

UNIT-I

- Q2 Define Digital Marketing. How digital marketing is different from traditional marketing. Also, give a suitable example. (12.5)
- Q3 a) Explain P.O.E.M. framework. (6.5)
b) What are the steps to write a digital marketing strategy? (6)

UNIT-II

- Q4 Explain the marketing mix in the context of digital marketing. Show the transition with examples of each element. (12.5)
- Q5 Explain the following: (2.5x5=12.5)
- Ad placement in search engine advertising
 - Display ads
 - Viral marketing
 - IIMC
 - Banner ads

UNIT-III

- Q6 What are the features of SMM? How to write a successful social media marketing strategy? (12.5)
- Q7 a) With a suitable example, differentiate between content creation on Facebook and content creation on LinkedIn. (6.5)
b) What are key metrics for mobile marketing analytics? (6)

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UNIT-IV

Q8 Explain the various on-site and off-site web analytics methods. (12.5)

Q9 a) Write the benefits of organic SEO over non-organic SEO. (6.5)

b) Differentiate between on-page and off-page optimization. (6)

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