END TERM EXAMINATION
SECOND SEMESTER [MCA] JUNE-2024

Paper Code: MCA128	Subject: *Digital Marketing*
Time: 3 Hours	Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt **any four** of the following questions:-   **(4x5=20)**

a) Identify and explain at least three different types of buying models commonly used for display advertisement, highlighting their key characteristics and advantages for advertisers.

b) Using a case study approach, describe the stages of the consumer decision journey for purchasing a high-tech gadget such as a smartphone, emphasizing the role of digital media in each stage.

c) Discuss the primary reasons why a company might continue to invest in search engine ads despite achieving a strong organic ranking, providing examples and insights into the strategic significance of paid search in digital marketing.

d) Elaborate on the differences between consumer-initiated and medium-initiated interaction with digital media, illustrating each with real-world examples and discussing their implications for marketing strategies.

e) Examine the critical role of online reputation management in the context of digital marketing, outlining its key objectives, strategies, and tools that organizations can utilize to maintain a positive brand image online.

f) Explain the purpose and significance of display advertising in digital marketing, elucidating how it contributes to brand visibility, audience engagement, and conversion optimization.

g) Differentiate between ad networks and ad exchanges in the digital advertising ecosystem, analyzing their respective functions, operation models, and the benefits they offer to advertisers and publishers.

h) Provide an overview of various metrics utilized in digital marketing to measure campaign performance and effectiveness. Include examples of key performance indicators (KPIs) for different digital channels.

i) Compare and contrast the use of long-tail and short-tail keywords for search engine queries, discussing their relevance, effectiveness, and application in search engine optimization (SEO) strategies.

j) Identify and explain the distinct purposes of Google Ads, Google for Publishers, and Google Ads within the broader framework of digital marketing

Q2 a) Define traditional marketing and discuss its key tools. How do these tools differ from those used in modern marketing?   **(5)**

b) Compare and contrast the dotcom and post-dotcom eras in the context of marketing strategies. Highlight the major shifts and phenomena observed in modern marketing during these periods.   **(5)**

OR

Q3 a) Enumerate and elucidate the platforms and techniques commonly utilized in modern marketing campaigns. How do these platforms facilitate targeted audience engagement?   **(5)**

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MCA-128
P 1/2

b) Trace the origin and evolution of digital marketing. Identify and elaborate on the advantages that digital marketing offers over traditional marketing methods.   **(5)**

Q4 a) Discuss various types of emails employed in digital marketing campaigns. Provide examples and explain the significance of opt-in email forms in building customer relationships.   **(5)**

b) Analyze different types of display ads used in online marketing, highlighting their advantages and disadvantages in capturing audience attention and driving conversions.   **(5)**

OR

Q5 a) Illustrate the functioning of programmable digital marketing by dissecting the roles of its various components. How does this approach optimize marketing efforts for better results?   **(5)**

b) Examine the ad placement process on Google's search engine. Discuss the criteria utilized to calculate the quality score of an ad and its implications for campaign success.   **(5)**

Q6 a) Describe the characteristics of major social media platforms such as Facebook, LinkedIn, Twitter, Instagram, and Snapchat. How can businesses tailor their marketing strategies to leverage the unique features of each platform?   **(5)**

b) How does Facebook marketing differ from other forms of digital marketing, such as Google Ads or email marketing? Discuss the unique advantages and challenges associated with advertising on Facebook   **(5)**

OR

Q7 a) How can businesses leverage LinkedIn for employee advocacy and recruitment purposes? Discuss the role of employee engagement in enhancing the company's LinkedIn presence.   **(5)**

b) Compare and contrast Twitter marketing with other forms of digital marketing, such as Facebook or Instagram advertising. What are the unique features and advantages of using Twitter for marketing purposes?   **(5)**

Q8 a) Discuss the difference between on-page and off-page optimization techniques in SEO. Provide examples of each technique and explain how they contribute to improving a website's search engine rankings and organic traffic.   **(5)**

b) Explain various SEO tactics used to enhance a website's search engine performance. Discuss the role of keyword research, content optimization, link building, and technical SEO in improving website visibility and driving organic traffic.   **(5)**

OR

Q9 a) Introduce social media metrics and their significance in measuring the effectiveness of social media marketing campaigns. Discuss key metrics such as reach, engagement, conversion, and ROI, and explain how they help businesses evaluate their social media performance.   **(3)**

b) Describe the features and functionalities of Google Analytics and Google AdWords in web analytics and digital marketing campaigns. How can businesses utilize these tools to analyze website traffic, track user behavior, and optimize advertising campaigns for better results?   **(7)**

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MCA-128
P 2/2