Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
SECOND SEMESTER [MCA] Internal Examination, March 2024

Paper Code: MCA–128	Subject: Digital Marketing
Time: 2 Hours	**Maximum Marks: 45**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1. Answer all the following questions briefly: - $1.5 \times 10 = 15$

   (a) Identify various types of buying models used for display advertisement.   CO1

   (b) Describe the stages of consumer decision journey by considering the case of purchasing sound system.   CO1

   (c) Identify the reason(s) of a company giving ads in search engine even after it has good rank in organic results.   CO1

   (d) Differentiate between consumer-initiated & medium-initiated interaction with digital media.   CO1

   (e) Discuss the role of online reputation management under digital marketing.   CO1

   (f) Explain the purpose of display advertising and list the relevant media used for display advertisement.   CO2

   (g) Differentiate between ad network and ad exchange.   CO2

   (h) Explain various metrics used in digital marketing.   CO2

   (i) Compare long-tail and short-tail keywords for query in search engine.   CO2

   (j) Identify the purpose of Google Ads, Google for Publishers and Google Ads in digital marketing.   CO2

UNIT - I

2. (a) Explain traditional marketing with its various tools.   5   CO1

   (b) Discuss dotcom and post dotcom era and phenomena of modern marketing.   5   CO1

   (c) Elaborate various stages of forming a digital marketing plan.   5   CO2

3. (a) Discuss various platforms and techniques used for modern marketing.   5   CO1

   (b) Describe the origin of digital marketing. List the advantages of digital marketing.   5   CO1

   (c) Explain the constituents of digital marketing with their advantages.   5   CO3

UNIT - II

4. (a) Elaborate various types of emails used for digital marketing. List various forms of opt-in email.   5   CO3

   (b) Explain various types of display ads with their advantages and disadvantages.   5   CO2

   (c) Discuss the importance of online partnerships and blog for digital marketing.   5   CO3

5. (a) Illustrate the working of programmable digital marketing by explaining the role of its various components.   5   CO2

   (b) Explain various types of YouTube ads. List the buying models used to buy YouTube ads.   5   CO3

   (c) Explain the ad placement of Google search engine. Discuss the criteria used to calculate the quality score of ad.   5   CO4