Course Code: MCA-128   Course Name: Digital Marketing

Assignment – 3

(Based on Unit - IV)

Marks

Q1. Explain various types of multi-channel attribution models. Compare   (4)
universal analytics with Google analytics. [CO5/BTL2]

Q2. Illustrate the working of search engine. Discuss black hat and white hat   (4)
tactics of search engine optimization. [CO4/BTL3]

Q3. Illustrate the process of web analytics. Discuss the importance of web   (4)
analytics in digital marketing. [CO5/BTL3]

Q4. Analyze the following matrices (with appropriate examples) for web   (4)
analytics: (a) behavior analysis, (b) outcome analysis, and (c) experience
analysis. [CO5/BTL4]

Q5. Elaborate on-page and off-page optimization in search engine optimization.   (4)
[CO4/BTL6]