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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 universal analytics with Google analytics. [CO5/BTL2] (4)
- Q2. Illustrate the working of search engine. Discuss black hat and white hat tactics of search engine optimization. [CO4/BTL3] (4)
- Q3. Illustrate the process of web analytics. Discuss the importance of web analytics in digital marketing. [CO5/BTL3] (4)
- Q4. Analyze the following matrices (with appropriate examples) for web analytics: (a) behavior analysis, (b) outcome analysis, and (c) experience analysis. [CO5/BTL4] (4)
- Q5. Elaborate on-page and off-page optimization in search engine optimization. [CO4/BTL6] (4)