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Course Code: MCA-128

Course Name: Digital Marketing

Practice Questions (Theory)

- Q1. Compare digital marketing with traditional marketing.
- Q2. Discuss the evolution of digital marketing from traditional to modern era. List the characteristics of digital marketing.
- Q3. Explain the P-O-E-M framework in digital marketing strategy.
- Q4. Compare pull marketing with push marketing.
- Q5. Explore emergence of digital marketing as a tool.
- Q6. Identify the drivers of new marketing environment.
- Q7. Explain the AIDA model of marketing in context to consumer decision journey.
- Q8. Explain various buying models available for display advertising.
- Q9. Elaborate the programmatic model of advertising.
- Q10. Differentiate between real-time bidding model and reserved media placement.
- Q11. In an ad campaign, between CPC and CPM, how do you evaluate which is better and why?
- Q12. Explain search funnel with appropriate example(s).
- Q13. Differentiate between short tail and long tail keywords in search engine.
- Q14. Describe the second price bidding process with an appropriate example.
- Q15. Elaborate various phase of formulating a digital marketing plan.
- Q16. Explain various types of display ads used in digital marketing.
- Q17. Explore the eco-system of programmable digital marketing.
- Q18. Identify various issues which are plaguing the display advertisement industry.
- Q19. Discuss various types of YouTube ads.
- Q20. Explore various types of buying models available for YouTube ads.

- Q21. Discuss the importance of search engine marketing.
- Q22. Elaborate the ad rank calculation framework of Google search auction model.
- Q23. Under Google AdWords, illustrate the process of creating ad campaign for an online grocery store.
- Q24. Describe different types of email used of digital marketing.
- Q25. Explain various forms of opt-in email marketing.
- Q26. Discuss Online PR with its principles.
- Q27. Explain the role of interactive advertising.
- Q28. Describe viral marketing. Discuss the main criteria of viral marketing.
- Q29. Discuss the importance of blogs in digital marketing. Explain various types of blogs.
- Q30. Discuss the role of social media in democracy.
- Q31. Is social media marketing important for B2B? Support your opinion with appropriate examples.
- Q32. Discuss the importance of rating and reviews by customer. How they can help a business grow?
- Q33. Explore the use and importance of social media in digital marketing.
- Q34. Illustrate the phases of creating a social media marketing strategy.
- Q35. Explain various content-strategies (with appropriate examples) for social media marketing.
- Q36. Elaborate various types of adverts available in Facebook.
- Q37. Explain the EdgeRank algorithm of Facebook.
- Q38. Identify the main factors which play key role in Facebook adverts' bidding process.□
- Q39. Explore Facebook Insights tool for advertisers.
- Q40. List the steps to frame LinkedIn strategy for marketing.
- Q41. Discuss lead generation through LinkedIn.
- Q42. Discuss various types of options available for analytics in LinkedIn.
- Q43. Explain the importance of Twitter (X) in digital marketing.

- Q44. Discuss how is Twitter (X) different from other forms of digital marketing? □
- Q45. Discuss the best practices followed for content strategy for marketing through Twitter (X).
- Q46. With a suitable example, explore the Twitter (X) calendar approach for content strategy.
- Q47. Discuss the importance of Instagram in digital marketing.
- Q48. Explain the best practices followed for content strategy for marketing through Instagram.
- Q49. List the characteristic of marketing done with Snapchat.
- Q50. Differentiate between on-device and off-device mobile marketing.
- Q51. List the advantages of mobile marketing.
- Q52. Elaborate various form of mobile marketing.
- Q53. Illustrate the working of search engine.
- Q54. Explore the phases of search engine optimization.
- Q55. Differentiate between on-page and off-page optimization in search engine optimization.
- Q56. Discuss various black hat and white hat SEO tactics.
- Q57. Explain web analytics with its importance to digital marketing.
- Q58. Explore various matrices of web analytics.
- Q59. Discuss multi-channel attribution.
- Q60. Elaborate Google analytics and Universal analytics.