

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63

SECOND SEMESTER [MCA] Internal Examination, May 2023

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 × 10 = 15
- (a) Identify the important tools of traditional marketing. CO1
- (b) List the main factors which have impacted the shift from traditional to modern marketing. CO1
- (c) Draw the first banner ad that was appeared on the commercial web magazine. CO1
- (d) Differentiate between consumer-initiated and medium-initiated interaction with digital media. CO1
- (e) Identify the drivers of new marketing environment. CO1
- (f) Explain the use of leaderboard and skinning display ads with their advantages and disadvantages. CO1
- (g) Describe bumper ads, overlay ads and discovery ads used in YouTube. CO1
- (h) Even though one company may earn the first rank in organic results of search engine, why it should bid for top ad slot in search engine results? CO2
- (i) Compare single opt-in and double opt-in email marketing. CO3
- (j) Discuss the role of online partnerships in digital marketing. CO3

UNIT - I

2. (a) Describe the evolution of digital marketing from traditional to modern era. 5 CO1
- (b) Compare traditional and digital marketing. Discuss the characteristics of digital marketing. 5 CO1
- (c) Explain the P-O-E-M framework in context to digital marketing. 5 CO2
3. (a) Elaborate the rise of Internet in evolution of digital marketing. 5 CO1
- (b) Discuss the emergence of digital marketing as a tool. 5 CO1
- (c) Assuming the case of purchasing a smartphone, explain the consumer decision journey through AIDA model. 5 CO2

UNIT - II

4. (a) Discuss the issues plaguing the display advertisement industry. Suggest appropriate tools (available in the market) to address the issues. 5 CO1
- (b) Illustrate the process of an ad campaign through Google search engine. 5 CO2

- (c) Explain viral marketing with criteria which should be met for viral marketing work. List the characteristics and limitations of viral marketing. 5 CO3
- 5. (a) Describe the following pricing models for display ads. Give appropriate example and list advantages and disadvantages of each model. 5 CO1
 - (i) CPC, (ii) CPM, (iii) CPL, and (iv) CPA.
- (b) Elaborate the ecosystem of programmatic digital marketing. 5 CO2
- (c) Discuss the importance of search engine advertisement. Assuming appropriate data for three companies, demonstrates the role of quality score in calculating the ad rank. 5 CO3