



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)  
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Course Code: MCA-128

Course Name: Digital Marketing

**Assignment - 2**  
(Based on Unit - III)

*Marks*

- Q1. Discuss the importance of various social media platforms for digital marketing. Explain the phases of social media marketing strategy. [CO3/BTL2]. (4)
- Q2. Explain various tools used in mobile marketing. Compare on-device and off-device mobile marketing. [CO3/BTL2]. (4)
- Q3. Create your LinkedIn profile (if not created earlier) and apply digital marketing concepts to strengthen your LinkedIn page. (Each student is required to design his/her LinkedIn page by following a proper strategy for contents). The students need to submit the printed screenshot of your profile page. [CO3/BTL3] (4)
- Q4. Explain various types of Facebook adverts. Elaborate the working of Facebook EdgeRank algorithm with its parameters. [CO3/BTL6] (4)
- Q5. Consider you are the digital marketing lead of an educational institution in India. To promote admissions in the institute, design appropriate display ads that can be posted on Twitter according to the suggested calendar. [CO3, CO6/BTL6] (4)