

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
SECOND SEMESTER [MCA] Model Question Paper - 2

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| Paper Code: MCA-128 | Subject: Digital Marketing |
| Time: 3 Hours | Maximum Marks: 75 |
| Note: Attempt FIVE questions in all. Question No. 1 is compulsory, and attempt one question from each unit. | |

1. Answer all the following questions briefly: - 2.5 × 10 = 25
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| (a) Define digital marketing. List different forms of electronic media used for digital marketing. | CO1 |
| (b) Compare pull and push marketing. | CO1 |
| (c) Explain the P-O-E-M framework for digital marketing. | CO1 |
| (d) Demonstrate AdRank calculation process for Google Search Engine, using a suitable example. | CO4 |
| (e) Explain ad stacking and pixel stuffing in context to display advertisement on websites. | CO1 |
| (f) Distinguish between CPC and CPM. | CO2 |
| (g) Differentiate between first-price and second-price auction models by considering an appropriate example. | CO4 |
| (h) Illustrate the working of JavaScript tagging for data collection for analytics. | CO5 |
| (i) By considering an appropriate example, illustrate the linearization process of calculating time spent by a user on a website. | CO5 |
| (j) Discuss how “sitemap” in a website is useful for search engine optimization. | CO4 |

UNIT – I

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| 2. (a) Apply AIDA model to demonstrate the consumer decision journey for purchasing a laptop. | (6.5) | CO1 |
| (b) Explain the phases of the digital marketing plan. | (6) | CO1 |
| 3. (a) Discuss the evolution of digital marketing from traditional to modern era. | (6.5) | CO1 |
| (b) Compare traditional and digital marketing. Discuss the characteristics of digital marketing. | (6) | CO1 |

UNIT – II

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| 4. (a) Illustrate the working of programmable digital marketing. Distinguish between real-time bidding and programmatic advertisement. | (6.5) | CO3 |
| (b) Discuss various types of ads available in YouTube. List the buying models used for YouTube ads. | (6) | CO3 |
| 5. (a) Distinguish between the Demand-Side Platform (DSP) and Supply-Side Platform (SSP) in programmatic advertisement. Discuss the role of Google AdWords as a DSP. | (6.5) | CO3 |
| (b) Identify the main reasons for paid search advertisements. Explain the add placement in Google search engine result page. | (6) | CO4,6 |

UNIT – III

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| 6. (a) Explain different types of social media platforms with their advantages and disadvantages. | (6.5) | CO3 |
| (b) Formulate the LinkedIn marketing strategy for a newly EduTech company. | (6) | CO3 |
| 7. (a) Discuss different types of adverts used for advertisement on Facebook. List the benefits of Facebook marketing. | (6.5) | CO3 |

(b) Formulate the Instagram content strategy for a newly fashion e-commerce portal. (6) CO3

UNIT – IV

8. (a) Illustrate the working of search engine. Distinguish between long-tail and short-tail keywords for query in search engine. (6.5) CO4

(b) Explain different types of metrics of web analytics. Compare Universal Analytics and Google Analytics. (6) CO5

9. (a) Identify the main factors for off-page optimization of a website. Distinguish between search engine optimization and search engine marketing. (6.5) CO4,6

(b) Discuss the importance of web analytics. Identify the challenges associated with collecting data from weblogs. (6) CO4