Bharati Vidyapeeth's

Institute of Computer Applications and Management (BVICAM)

A-4, Paschim Vihar, New Delhi-63

SECOND SEMESTER [MCA] Model Question Paper - 1

Paper Code: MCA-128	*Subject: Digital Marketing*
Time: 03:00 Hrs.	*Maximum Marks: 75*

Note: Attempt any five questions in all, including Q. No. 1 which is compulsory. Attempt one question from each unit.

Q1. Answer the following questions, briefly: **(2.5 × 10 = 25)**

(a) List the main factors which have impacted the shift from traditional to modern marketing.

(b) Describe bumper ads, overlay ads and discovery ads used in YouTube.

(c) Explain the CPC and CPM pricing models for display ads.

(d) Identify the reason(s) of a company biding for top ad slot in search engine results even though the company has the first rank in organic results of search engine.

(e) Explain the use of leaderboard and skinning display ads with their advantages and disadvantages.

(f) Identify the criteria that should be satisfied for preparing contents for social media marketing.

(g) Distinguish between on-device advertising and off-device advertising in context to mobile marketing.

(h) Compare long-tail and short-tail keywords for query in search engine.

(i) Illustrate the working of search engine.

(j) Discuss different types of tracking codes used in websites.

UNIT - 1

Q2. (a) Explain different phases of digital marketing plan. List current trends in digital marketing. **(6.5)**

(b) Differentiate between push and pull marketing in digital marketing. Explain the P-O-E-M framework in context to digital marketing. **(6)**

Q3. (a) Compare traditional and digital marketing. Elaborate the rise of Internet in evolution of digital marketing. **(6.5)**

(b) Considering the case of purchasing a laptop, explain the consumer decision journey through AIDA model. **(6)**

UNIT - 2

Q4. (a) Elaborate the ecosystem of programmatic digital marketing. **(6.5)**

(b) Explain different types of email used for marketing. Discuss the success factors of email marketing. **(6)**

Q5. (a) List the advantages of search engine advertisement. Assuming appropriate data for two companies, demonstrates the role of quality score in calculating the ad rank. **(6.5)**

(b) Explain the criteria which should be met for viral marketing work. List the advantages and disadvantages of viral marketing. **(6)**

UNIT - 3

Q6. (a) List the benefits of Facebook marketing. Describe various types of adverts used for **(6.5)** advertisement on Facebook.

(b) Explain various paid forms of mobile marketing done through text and voice. **(6)**

Q7. (a) List the benefits of LinkedIn marketing. Discuss the main factors for framing content **(6.5)** strategy for marketing through LinkedIn.

(b) Explain various types of campaigns for marketing through Twitter. **(6)**

UNIT - 4

Q8. (a) Identify the need of off-page optimization of a website for search engine optimization. **(6.5)** Explain the main factors of off-page optimization.

(b) Discuss various approaches used for data collection for web analytics. **(6)**

Q9. (a) Discuss the main elements of a website for conducting audit towards search engine **(6.5)** optimization.

(b) Explain the following metrices of web analytics: (a) Behavior Analysis, (b) Outcome **(6)** Analysis, and (c) Experience Analysis.

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