

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA Semester-III, Supplementary Examination June 2023
Digital Marketing Fundamental (CAG-121)

Duration: 2 Hours

Max Marks: 60

Instructions: I) All Questions are compulsory
II) Figures to the right indicate full marks

Q1.A) State TRUE or FALSE

(5x1=05)

- i) Page speed is defined as the length of time it takes to display all the content on a specific page
- ii) Ads certification are professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of Google Ads
- iii) Campaign experiments slows down website traffic and causes crashes
- vi) Google display ads are only available on YouTube and other social media platforms.
- v) Link building is the practice of acquiring links to your website from other websites

Q1.B) Define the purpose of the following in not more than 20 words.

(5x1=05)

- i) Schema.org
- ii) Long tail keywords
- iii) Click through rate
- vi) Ad Rank
- v) Ad Sense

Q2. Answer the following

- a) Explain S.E.R.P in brief. (2)
- b) Differentiate between Robot.txt and Sitemap. (3)
- c) Describe the various Google Ad formats used to advertise various products. (5)

Q3. Answer the following:

- a) Explain the meaning of landing pages. (2)
- b) Compare and contrast between AdWords and AdSense. (3)
- c) Explain why Onsite and offsite SEO is used? Describe how it can help in ranking website higher on SERP. (5)

Q4. Answer the following:

- a) Explain the need for SEO and its importance. (2)
- b) Describe any 3 trends in content marketing. (3)
- c) List and describe any 3 Google Ad extensions and their usage. (5)

Q5. Answer the following.

- a) Explain the working of Dynamic search ads. (2)
- b) Differentiate between Google search console and Google Analytics. (3)
- c) Compare and contrast Bing Ads and Google ads. Give examples on how the two platforms advertise. (5)

Q6. Answer the following.

- a) Explain the working of AI powered Chatbots. (2)
- b) Describe the functioning of double click ad Exchange (3)
- c) Explain the working of SOSTAC with an example. (5)
