

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA Semester-III, Semester End Examination, Nov 2022
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) Content marketing helps build brand value.
- ii) Google Ads Editor helps you to Manage, edit, and view multiple accounts at the same time.
- iii) Google simulator shows you cards with customized recommendations based on your current Merchant Center product data and campaigns in Google Ads.
- vi) Adwords for display is not allowed in google search results
- v) PayPerClick Ads are very cheap as compared to display ads.

Q1.B) Define the purpose of the following in not more than 20 words.**(5x1=05)**

- i) Phygital Marketing
- ii) Invalid clicks
- iii) Responsive Display ads
- vi) AdWords APIs
- v) B2B websites

Q.2 Answer the following

- a) Explain different types of links. **(2)**
- b) Describe the various benefits of content marketing. **(3)**
- c) Assume you are designing an ad campaign for a mobile company. Describe the various ways you will use keywords and justify their need. **(5)**

Q3. Answer the following:

- a) Explain the working of google opportunities. **(2)**
- b) Describe the benefits of google certification and list out one available certification course. **(3)**

- c) Assume you are the marketing manager of an international famous music artist, how would you market the celebrity in India? Explain using SOSTAC (5)

Q4. Answer the following: (2)

- a) Explain keyword planner. (3)
- b) Why is page speed optimization necessary? Explain the ways you can optimize your website page. (5)
- c) Explain Dynamic search ads with a help of an example. (5)

Q5. Answer the following. (2)

- a) Explain the meaning of Meta Description? (2)
- b) Describe the different onsite SEO techniques that can help to increase website traffic. (3)
- c) Explain how you can effectively create a budget for you google ads. Give an example. (5)

Q6. Answer the following. (2)

- a) Explain any 2 specifications of ads. (2)
- b) Describe the importance of digital marketing and explain why it can be a good career option. (3)
- c) Describe the fundamentals of Accelerated mobile pages and explain some of its disadvantages. (5)
