

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA Semester-III, Semester End Examination, November 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)

- a) Adwords for display is not allowed in google search results.
- b) The KPI Return on investment (ROI) refers to the amount of money you get back from the money you invest.
- c) Campaign experiments slows down website traffic and causes crashes.
- d) Digital marketing doesn't make use of Artificial intelligence at all.
- e) Google simulator shows you cards with customized recommendations based on your current Merchant Center product data and campaigns in Google Ads.

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

- a) Voice Search Optimization
- b) AI Chat Bots
- c) Click Through Rate
- d) Ad Rank
- e) Responsive Display Ads

Q.2 Answer the following

- A) List any 4 tools used for SEO. (2)
- B) Explain page speed and list 3 advantages of page speed. (3)
- C) Illustrate with an example the various Ad formats used by Google. (5)

Q3. Answer the following:

- A) Explain bounce rate and organic sessions in SEO KPI. (2)
- B) Compare and contrast between AdWords and AdSense. (3)
- C) Illustrate the various Ad specifications that are used for digital marketing. (5)

- Q4. Answer the following:** (2)
- A) Describe the importance of a landing page. (3)
 - B) Differentiate between Google Search Ads and Microsoft Bing. (5)
 - C) Explain the best practices used for link building and list 3 advantages.
- Q5. Answer the following.** (2)
- A) Explain Phygital marketing with an example. (3)
 - B) Differentiate between Google Search Console and Google Analytics. (5)
 - C) Explain various ways SEO handles duplicate data.
- Q6. Answer the following.** (2)
- A) Explain the Robot.txt and Sitemap components of SEO. (3)
 - B) Describe the functioning of Double Click Ad Exchange. (5)
 - C) Describe how on-site and off-site SEO helps business reach a wider audience.