

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA, Semester-III, Supplementary Examination August 2022;
Generic Elective (GE)
Fundamentals of Digital Marketing (CAG121)

Duration: 2 hours

Total Marks: 60

Instructions: 1) Figures to the right indicate Full Marks
2) All Questions are compulsory

Q1)

(5x1=05)Marks

A) Fill in the Blanks

- 1) Facebook Ads Manager uses _____ Model
- 2) The full form of PPC is _____
- 3) _____ is the number of times your advert is seen
- 4) _____ is a word or phrases you are bidding on
- 5) The full form of SEO is _____

B) Match the Following

(5x1=05) Marks

It follows the PPC model	Digital Marketing
It is a pull form of Advertising	Social Media Marketing
It is going to be the next top industry in the coming years	On-Page SEO
is a form of Internet marketing that utilizes social networking websites as a marketing tool?	LinkedIn Ads
Optimizing images	Search Ads

Q2) Answer the following

10 Marks

- A) What is Display Ad? (2)
- B) State benefits of AI Powered Chatbots. (3)
- C) Explain when your website is ready for PPC (5)

Q3) Answer the following

10 Marks

- A) What is Google AdWords? (2)
- B) State and explain 3 ways of link building (3)
- C) Explain Quality of links in link building (5)

Q4) Answer the following

10 Marks

- A) What is On-Page and Off-Page SEO? (2)
- B) State the points of On-Page SEO methods (3)
- C) List and explain all the importance of Digital Marketing (5)

Q5) Answer the following

10 Marks

- A) What is link Baiting? (2)
- B) State and explain Any 3 types of Content Marketing (3)
- C) What is Google Knowledge graph? Explain the need of it (5)

Q6) Answer the following

10 Marks

- A) What is Content Marketing (2)
- B) State points on Google Knowledge Vault (3)
- C) List and explain any 5 Advanced SEO concepts (5)

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