

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**SY BCA Semester-IV Supplementary Examination August 2022**  
**Social Media Marketing & Analytics (CAG-122)**

Duration: 2 Hours

Max Marks: 60

Instructions: i) *All Questions are compulsory*  
 ii) *Figures to the right indicate full marks*

Q. 1 A) State TRUE or FALSE

(5x1=05)

- i) Digital Marketing is an advanced mode of E Marketing.
- ii) Reddit is not a social media platform.
- iii) Quora is primarily used by professionals to find jobs.
- iv) Facebook cannot be used by businesses to market their products
- v) Blogspot is also known as a micro-blogging site.

Q.1 (B) Answer the following in brief

(5x1=05)

- i) What are Facebook insights?
- ii) What are the goals of Instagram paid campaigns?
- iii) What tool is used to track youtube video statistics
- iv) How can you add subtitles in a youtube video?
- v) What is influencer marketing?

Q.2 Answer the following:

- (a) What is Pinterest? (2)
- (b) How can you term as a complete profile on linked in explain all the (3)
- (c) Differentiate between conventional marketing and online marketing (5)

Q.3. Answer the following:

- (a) What is Youtube? how can it help businesses grow (2)
- (b) What is In Game Marketing? How can you market your business using it (3)
- (c) What is Web marketing? What are the features of Mobile Marketing? Give its advantages. (5)

Q.4. Answer the following:

- (a) Differentiate between Push notification and SMS marketing (2)
- (b) Differentiate between In Game marketing vs APP based marketing. (3)
- (c) What are facebook Ads? Why are facebook Ads important? State its pros and cons (5)

Q.5. Answer the following:

- (a) How can twitter be used to market businesses (2)
- (b) Explain SOSTAC in detail (3)
- (c) If you were to market an ecommerce site in Goa. Give an example of a SOSTAC plan of the same (5)

**Q.6. Answer the following.**

- (a) What is Google Analytics? How can it help in website optimisation? (2)**
- (b) What is Heatmap? What are its benefits? (3)**
- (c) What is KPI? Explain the anatomy of a structured KPI with examples (5)**

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**FY B.Voc(ST), Semester-II, Supplementary Examination August 2022**  
**E-Commerce (STG203)**

**Duration: 1 Hour****Max Marks: 40****Instructions: 1) Figures to the right indicate Full Marks.****2) All Questions are compulsory, however there are internal choices.****Q1. Answer Any 5 of f the following (5 X 2M = 10)**

- a. Define E-Commerce. Give an example of E-commerce website.
- b. Give two points to identify the E-Commerce websitegoals.
- c. List two limitations of E-Commerce.
- d. List any two advantages of using an E-Commerce websites.
- e. Define BBS. Give an example of BBS.
- f. List any two email etiquette rules.

**Q2. Answer the following (10)**

- A. Discuss any two benefits in detail of integrating E-commerce for any application. (05)
  - B. Discuss the design phase and the fulfillment phase of life cycle approach to launch a business on the internet. (05)
- OR
- C. Describe the e-cycle of Internet Marketing in detail. (05)

**Q3. Answer the following (10)**

- A. Describe Value chain. Explain the impact of E-commerce on value chain. (05)
  - B. Discuss any five requests for hiring a website designer. (05)
- OR
- C. Discuss any five ways of increasing E-Marketing presence. (05)

**Q4. Answer the following (10)**

- A. Describe any two unique benefits of internet for E-Commerce in detail. (05)
  - B. Discuss the Pull and Push approaches. Give an example for each. (05)
- OR
- C. Discuss the B2B model. Give an example of the B2B model. (05)

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VidyaVikasMandal's  
 Shree Damodar College of Commerce & Economics, Margao -Goa  
 FY B.Voc (ST), Semester-II Supplementary Examination August 2022  
 Environmental Studies-II-STG 204

Duration: 1 hour

Max Marks: 40

- Instructions: i) Start each question on fresh page.  
 ii) All questions are compulsory with internal choice.  
 iii) Figures to the right indicate full marks  
 iv) Illustrate your answers with suitable examples and diagrams.

- Q.1) Answer any FIVE of the following questions: (5X2=10mk)
- A) Explain any two of effects of modern agricultural practices on environment.  
 B) Define: Sustainable development.  
 C) Write a short note on any two major crops grown in India.  
 D) List down objectives of Environmental Management.  
 E) Differentiate between Infectious and Non-infectious diseases. State examples  
 F) Explain any two causes of Population Explosion in India.

Q.2 A) Climate change has severely affected our Environment. Support the statement by citing effects of Climate change. (10mks)

OR

- X) Briefly explain objectives and penalties of Air prevention and control of pollution act, 1981. (5mks)  
 Y) Briefly discuss Coastal Regulation Zone Notification, 2018. (5mks)

Q.3 A) Why there is an urgency to adopt Environmental Impact assessment for developmental Projects. (10mks)

OR

- X) Explain the Functions of Goa State Pollution Control Board. (5mks)  
 Y) Urbanization has led to several negative impacts on environment. Comment (5mks)

Q.4 A) Discuss the role of *The Kerala Sastra Sahitya Parishad (KSSP)* in conserving and protecting Silent Valley in Kerala. (10 mks)

OR

- X) Population explosion can lead to various problems. Support this statement by giving appropriate examples (5mks)  
 Y) As an individual what measures you will adopt to prevent pollution and to conserve environment. (5mks)