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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA (Integrated)

SEM: VI - THEORY EXAMINATION (20..... - 20.....)

Subject: Fundamentals of Digital Marketing and Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

20

1. Attempt all parts:-

1-a. Digital marketing an example.CO1,K2

1

- (a) Newspaper
- (b) Online Marketing
- (c) Radio
- (d) Offline Marketing

1-b. In traditional marketing, this involves physical interaction.CO1,K2

1

- (a) Email campaigns
- (b) Television ads
- (c) In-store promotions
- (d) Social media engagement

1-c. Primary tool used in data preparation phase:CO2,K2

1

- (a) Python
- (b) MS Paint
- (c) Windows Explorer
- (d) Zoom

1-d. Data modeling is part of:CO2,K2

1

- (a) Model building
- (b) Discovery
- (c) Loading

- (d) Querying
- 1-e. The first step in the data preparation process? CO3,K3 1
- (a) Cleaning the data
- (b) Data collection
- (c) Data validation
- (d) Data transformation
- 1-f. The meaning of "highly skewed" data? CO3,K3 1
- (a) The data has a symmetrical distribution
- (b) The data has more outliers than expected
- (c) The data is concentrated at one end of the distribution
- (d) The data follows a normal distribution
- 1-g. Platform designed for storing and managing large datasets.CO4,K2 1
- (a) Text editor
- (b) Database
- (c) Spreadsheet
- (d) IDE
- 1-h. Advantage of joining data analytics community.CO4,K2 1
- (a) Free hardware
- (b) Access to sensitive data
- (c) Learning from peers
- (d) Server maintenance
- 1-i. Data cleaning aims to:CO5,K3 1
- (a) Organize data for analysis
- (b) Remove inconsistencies and errors
- (c) Convert data into a usable format
- (d) Transform data into binary format
- 1-j. Discretization refers to:CO5,K3 1
- (a) Normalizing continuous data
- (b) Converting continuous data into discrete categories
- (c) Reducing the number of variables
- (d) Removing outliers
2. Attempt all parts:-
- 2.a. Tracking consumer behavior in Digital Marketing?CO1,K2 2
- 2.b. Define Scalability in analytics.CO2,K2 2
- 2.c. List common data collection methods used in data analysis. CO3,K3 2
- 2.d. Mention tools commonly used for managing large datasets securely.CO4,K2 2
- 2.e. Give two examples of data preprocessing techniques. CO5,K3 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Netizens influence digital marketing. How do they contribute?CO1,K2 6
- 3-b. Social proof impacts customer trust. How is it used in marketing?CO1,K2 6
- 3-c. Define Big Data: Characteristics and its significance in data analytics.CO2,K2 6
- 3-d. Key roles and skills required for successful data analytics projects, and the contribution of each role.CO2,K2 6
- 3.e. Describe how different types of data (e.g., categorical, numerical) impact the preparation and analysis process. Provide examples of how each type is handled differently. CO3,K3 6
- 3.f. Evaluate the necessity of user authentication and authorization in modern data systems.CO4,K2 6
- 3.g. Explain the stages of knowledge discovery in databases and their importance. CO5,K3 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Describe how email marketing can be used effectively in digital marketing campaigns.CO1,K2 10
- 4-b. Discuss the How does customer data privacy affect digital marketing strategies and consumer trust?CO1,K2 10

5. Answer any one of the following:-

- 5-a. Discuss the Big Data: Characteristics (Volume, Variety, Velocity, Veracity) and their impact on analytics.CO2,K2 10
- 5-b. Discuss the concept of predictive analytics, with an explanation of its use in forecasting future trends, consumer behavior, or financial outcomes in business.CO2,K2 10

6. Answer any one of the following:-

- 6-a. Describe the process of preparing data for analysis. What tools, techniques, and practices can be used to ensure data is ready for exploration? CO3,K3 10
- 6-b. Describe the key steps involved in data cleaning. Why is this process crucial for data analysis, and what challenges do analysts face during data cleaning? CO3,K3 10

7. Answer any one of the following:-

- 7-a. Analyze the relationship between metadata and data governance.CO4,K2 10
- 7-b. Describe the potential risks and benefits of sharing analytical projects online.CO4,K2 10

8. Answer any one of the following:-

- 8-a. Compare different feature subset selection techniques and their relevance. CO5,K3 10
- 8-b. Discuss the ethical concerns associated with large-scale data mining. CO5,K3 10