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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA (Integrated)

SEM: V - THEORY EXAMINATION (2024 - 2025)

Subject: Fundamentals of Digital Marketing and Optimization

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**

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1. Attempt all parts:-

- 1-a. Phase where every business wants customers on (CO1) K1 1
- (a) Purchase
 - (b) Advocacy
 - (c) Retention
 - (d) Awareness
- 1-b. SEO stands for: (CO1) K1 1
- (a) Search Engine Optimization
 - (b) Search English Optimization
 - (c) Status Engine Optimization
 - (d) Search Engine Optimal
- 1-c. Social media can primarily help businesses: (CO2) K1 1
- (a) Develop internal policies
 - (b) Engage with customers
 - (c) Automate their entire workflow
 - (d) Eliminate operational costs
- 1-d. Social media campaigns should be: (CO2) K1 1
- (a) Sporadic and spontaneous
 - (b) Strategic and consistent
 - (c) Unmonitored for efficiency

- (d) Focused only on paid ads
- 1-e. The primary purpose of using Facebook as a platform for marketers is: (CO3) K1 1
- (a) Messenger
- (b) The Value to Marketers
- (c) Word of Mouth Marketing
- (d) Content Seeding
- 1-f. Facebook's tools for analyzing and refining marketing strategies fall under: (CO3) K1 1
- (a) Ads Manager
- (b) Strategy Process
- (c) Buying Channels
- (d) Measurement and Tracking
- 1-g. Instagram Live is used for: (CO4) K1 1
- (a) Posting pictures
- (b) Broadcasting in real time
- (c) Scheduling posts
- (d) Sending private messages
- 1-h. How many photos or videos can you upload in a single Instagram carousel post? (CO4) K1 1
- (a) 5
- (b) 8
- (c) 10
- (d) 12
- 1-i. LinkedIn Creator Mode helps users by: (CO5) K1 1
- (a) Limiting personal profile visibility
- (b) Disabling connection requests
- (c) Automating content uploads
- (d) Prioritizing their content creation tools
- 1-j. AdSense on YouTube generates: (CO5) K1 1
- (a) Free promotional campaigns
- (b) Templates for video editing
- (c) Analytics for video performance
- (d) Revenue through advertisements

2. Attempt all parts:-

- 2.a. According to you what is a digital transformation for an organization. (CO1) K1 2
- 2.b. How do Instagram and LinkedIn differ in their content approach? (CO2) K1 2
- 2.c. Discuss the role of Messenger in customer engagement (CO3) K1 2

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|------|---|----------|---|
| 2.d. | Discuss the types of visual content that perform well on Instagram compared to Snapchat | (CO4) K2 | 2 |
| 2.e. | Identify the key factors influencing Twitter follower growth | (CO5) K2 | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|---|----------|---|
| 3-a. | Explain the following: a)SEO b)Marketing Analytics | (CO1) K2 | 6 |
| 3-b. | Differentiate between Traditional and Digital marketing. | (CO1) K2 | 6 |
| 3-c. | How does Twitter support real-time customer engagement? | (CO2) K2 | 6 |
| 3-d. | How can hashtags improve content visibility on social platforms? | (CO2) K2 | 6 |
| 3.e. | Describe tools used for measurement and tracking in social content strategies | (CO3) K2 | 6 |
| 3.f. | Summarize the key differences between Instagram Stories and Reels. | (CO4) K2 | 6 |
| 3.g. | Discuss the value of personal branding through LinkedIn posts. | (CO5) K2 | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|---|----------|----|
| 4-a. | List the advantages and disadvantages of digital marketing. | (CO1) K2 | 10 |
| 4-b. | Explain with an example the digital transformation for an organization. | (CO1) K2 | 10 |

5. Answer any one of the following:-

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|------|--|----------|----|
| 5-a. | How does social media influence consumer purchasing decisions? | (CO2) K2 | 10 |
| 5-b. | How does LinkedIn help businesses build professional networks? | (CO2) K2 | 10 |

6. Answer any one of the following:-

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|------|--|----------|----|
| 6-a. | How can brands make their content more shareable on Facebook? | (CO3) K2 | 10 |
| 6-b. | Describe techniques for optimizing ad copy for better click-through rates. | (CO3) K2 | 10 |

7. Answer any one of the following:-

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|------|---|----------|----|
| 7-a. | Discuss how Snap Map enhances location-based interactions. | (CO4) K2 | 10 |
| 7-b. | Describe the benefits of sharing Stories with selected groups of friends. | (CO4) K2 | 10 |

8. Answer any one of the following:-

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|------|---|----------|----|
| 8-a. | Discuss the advantages of live streaming on YouTube. | (CO5) K2 | 10 |
| 8-b. | Describe the significance of YouTube SEO in video rankings. | (CO5) K2 | 10 |