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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2024 - 2025)

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. Understanding context is an analytical skill best described by which of the following (CO1, K1)   1

(a) Gathering additional information about data to understand the broader picture.

(b) Identifying the motivation behind the collection of a dataset

(c) Adding descriptive headers to columns of data in a spreadsheet

(d) All of the above

1-b. Which of the following is not a major data analysis approaches? (CO1, K1)   1

(a) Data Mining

(b) Predictive Intelligence

(c) Business Intelligence

(d) Text Analytics

1-c. In a spreadsheet, what is text wrapping used for (CO2, K1)   1

(a) To allow text to overflow into an adjacent cell

(b) to remove text that is too long to fit in a cell

(c) to automatically change the cell height in order to allow the text to fit inside

(d) to clip text within a cell so that it dosen't overflow into an adjacent cell.

1-d. A Data Visualization is the _____ representation of information. (CO2, K1)   1

(a) graphical

    (b)   tabulated

    (c)   attributed

    (d)   contexual

1-e. Which social media platform is best suited for professional networking? (CO3, K1)   1

    (a)   Facebook

    (b)   Twitter

    (c)   LinkedIn

    (d)   Instagram

1-f. What is the role of analytics in digital marketing? (CO3, K1)   1

    (a)   To track the effectiveness of marketing campaigns

    (b)   To design logos and graphics

    (c)   To manage customer relationships

    (d)   To create viral content

1-g. Which data structure stores data in a hierarchical format? (CO4, K1)   1

    (a)   Array

    (b)   Queue

    (c)   Stack

    (d)   Tree

1-h. What is the purpose of data cleaning? (CO4, K1)   1

    (a)   To summarize data

    (b)   To remove outliers from data

    (c)   To transform data into a usable format

    (d)   To visualize data

1-i. A CSV file saves data in a table format. What does CSV stand for? (CO5, K1)   1

    (a)   Comma-separated values

    (b)   Calculated spreadsheet values

    (c)   Compatible scientific variables

    (d)   Cell-structured variables

1-j. Data analysts use guidelines to describe a file's version, content, and date created. What are these guidelines called? (CO5, K1)   1

    (a)   Naming verifications

    (b)   Naming conventions

    (c)   Naming references

    (d)   Naming attributes

2. Attempt all parts:-

2.a. Define Data and Facts. (CO1, K1)   2

2.b. Give two examples of data visualization tools. (CO2, K1)   2

2.c.	Define the term Big Data. (CO3, K1)	2
2.d.	What are potential Roadblocks. (CO4, K2)	2
2.e.	Explain Relational Database. (CO5, K2)	2

SECTION-B 30

3. Answer any <u>five</u> of the following:-

3-a.	Discuss the Analyze phase of data analysis process in detail with Example. (CO1, K3)	6
3-b.	What considerations are made in setting up a toolbox? (CO1, K2)	6
3-c.	Discuss the row, column and cell of a spreadsheet with example. (CO2, K3)	6
3-d.	Describe any 5 formulas in spreadsheet. (CO2, K2)	6
3.e.	Explain how can businesses personalize their digital marketing efforts. (CO3, K2)	6
3.f.	Discuss the different types of qualitative data with example. (CO4, K2)	6
3.g.	Differentiate between internal data and external data. (CO5, K4)	6

SECTION-C 50

4. Answer any <u>one</u> of the following:-

4-a.	What is correlation? How is it used in digital marketing? (CO1, K3)	10
4-b.	How does data analytics help organizations? (CO1, K2)	10

5. Answer any <u>one</u> of the following:-

5-a.	Distinguish between a formula and a function in spreadsheets. (CO2, K4)	10
5-b.	Differentiate Between Filtering and Sorting. (CO2, K4)	10

6. Answer any <u>one</u> of the following:-

6-a.	Why are variables important in data analysis? Explain in detail (CO3, K2)	10
6-b.	Explain the mathematical operations in spreadsheets. (CO3, K2)	10

7. Answer any <u>one</u> of the following:-

7-a.	Discuss the characteristics of Bad Data in detail with example. (CO4, K2)	10
7-b.	Explain the key performance indicators (KPIs) we should focus on to measure the success of our project/initiative? (CO4, K2)	10

8. Answer any <u>one</u> of the following:-

8-a.	Discuss some best practices for organizing digital files and documents to ensure efficient retrieval and management. (CO5, K2)	10
8-b.	Discuss how can data be organized using indexing techniques to speed up search operations. (CO5, K2)	10