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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2021 - 2022)

Subject: Fundamentals of Digital Marketing and Optimization

Time: 3 Hours

Max. Marks: 100

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. 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. These 2 content types work better on LinkedIn than Facebook. (CO1) 1
- (a) Video posts
- (b) Memes and Parodies
- (c) Articles & Pure text content
- (d) Photographs & Articles
- 1-b. Websites used to sell and buy something are_____. (CO1) 1
- (a) Search Engines
- (b) Networking Sites
- (c) Entertainment Sites
- (d) E-Commerce Website
- 1-c. This social network is considered the most popular for business marketing. (CO2) 1
- (a) LinkedIn
- (b) Orkut
- (c) Facebook
- (d) Telegram

- 1-d. _____ is meant by the concept of “viral” in social media. (CO2) 1
- (a) Social media which is spread to viewers by the consumer, growing in popularity
 - (b) It is a method of branding a company
 - (c) Advertising which can easily be emailed
 - (d) Marketing advertisements which are not serious
- 1-e. The updates to Facebook status resemble most closely to _____. (CO3) 1
- (a) Video blogs
 - (b) Posts on Twitter
 - (c) A company white page
 - (d) Articles on LinkedIn
- 1-f. _____ comes under the content pyramid. (CO3) 1
- (a) blog post
 - (b) social update
 - (c) tweets
 - (d) All of the above
- 1 _____ includes general performance indicator such as traffic, leads, and reach as well as channel-based indicators. (CO4) 1
- (a) PPC
 - (b) ROI
 - (c) KPIs
 - (d) CPC
- 1 “Super Follows” feature has been introduced by this social media giant. (CO4) 1
- (a) Twitter
 - (b) Facebook
 - (c) Google
 - (d) WhatsApp
- 1-i. Measuring and tracking the performance of marketing efforts on web is called _____. (CO5) 1
- (a) Web Racus
 - (b) Web Station
 - (c) Web Browsing
 - (d) Web Analytics

- 1-j. Octoparse can be used for data extraction on _____. (CO5) 1
- (a) Twitter
 - (b) instagram
 - (c) hashtag
 - (d) Facebook

2. Attempt all parts:-

- 2.a. Define digital transformation. (CO1) 2
- 2.b. Explain what is Influencer marketing. (CO2) 2
- 2.c. Define Facebook "live" feature. (CO3) 2
- 2.d. Discuss what are SnapAds. (CO4) 2
- 2.e. State the benefits of hashtags. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. Differentiate between On-Page SEO and Off-Page SEO. (CO1) 6
- 3-b. Discuss how do you plan on optimizing your site ranking and increase the traffic on your website. (CO1) 6
- 3-c. Is it better to outsource social media marketing, or take care of it in-house? Explain. (CO2) 6
- 3-d. Mention the 3 main factors in good SEO ranking results. (CO2) 6
- 3.e. Discuss some of the top social media management tools. (CO3) 6
- 3.f. State the ways to measure Instagram/Twitter/Facebook/etc. engagement. (CO4) 6
- 3.g. Discuss how is YouTube important for marketing. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. State the differences between SEO and SEM. (CO1) 10
- 4-b. Write a detailed note on the top 10 social media apps. (CO1) 10

5. Answer any one of the following:-

- 5-a. Imagine Google has just devalued a SEO technique you have used successfully in the past. What do you do? Discuss your strategy. (CO2) 10
- 5-b. Discuss the key performance indicators to be considered to measure the performance of your social media initiatives. (CO2) 10

6. Answer any one of the following:-

- 6-a. Define content marketing. Discuss its relevance in digital marketing giving appropriate examples. (CO3) 10
- 6-b. Write any five advantages and disadvantages of Social Media Marketing for Your Business. (CO3) 10
7. Answer any one of the following:-
- 7-a. Explain the features of Snapchat. Discuss how do you become a creator on Snapchat. (CO4) 10
- 7-b. Compare and contrast Instagram with Snapchat. Which, according to you, is better and Why? (CO4) 10
8. Answer any one of the following:-
- 8-a. Explain the concept of CTR. State the ways to know the click-through rate (CTR) on LinkedIn ads. (CO5) 10
- 8-b. Discuss what is the Campaign Quality Score and how it can be improved. (CO5) 10