

**Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce & Economics
Farmagudi-Ponda,Goa.**

**B. C.A.(Semester III)IntraSemester Assessment (ISA)I
September 2022**

DIGITAL MARKETING FUNDAMENTALS

Duration:45 Minutes

Marks:20

1. What is Google Ads Certification? (1 Marks)
2. List the different types of Google Network. (1 Marks)
3. What is Keywords Planner? (1 Marks)
4. Explain different Pay per click Models. (2 Marks)
5. Differentiate between Google and Bing Ads. (2 Marks)
6. Explain any two Google Ad formats. (2 Marks)
7. Explain the different types of Keyword matches. (3 Marks)
8. Answer any **two** from the following: (4 Marks)
 - a) Explain the different types of Digital Channels with a neat diagram.
 - b) Explain any four Global Trends in Digital Marketing.
 - c) Explain the different components of Google Ads Account Structure using a neat diagram.
