

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

**B. C.A. CBCS (SEMESTER III) SUPPLEMENTARY EXAMINATION,  
JUNE 2023**

**CAG-121 DIGITAL MARKETING FUNDAMENTALS**

**Duration: 2 hours**

**Total Marks: 60**

---

**Instructions:** *i)All questions are compulsory.*  
*ii) Figures to the right indicate full marks.*

Q.1. A. Answer the following: **(5x1=05)**

1. List any 2 steps in building your website.
2. What is Ad Rank?
3. What is Page Speed?
4. List any 2 best practices in designing a Landing Page.
5. List any 2 ways to make a Good Link.

Q.1. B. Fill in the blanks: **(5x1=05)**

1. \_\_\_\_\_ is the concept of using technology to bridge the digital world with the physical world with the purpose of providing a unique interactive experiences for the user.
2. \_\_\_\_\_ is an online advertising model in which an advertiser pays a publisher every time an advertisement link is clicked on.
3. \_\_\_\_\_ are clicks on ads that Google considers to be illegitimate.
4. SEO stand for \_\_\_\_\_.
5. \_\_\_\_\_ SEO means optimizing your website/blogs to reach the maximum audience in your targeted geographical area.

Q.2. A. Explain any 2 HTML tags used for SEO. **(05)**

B. Explain any 5 careers in Digital Marketing. **(05)**

**OR**

X. Explain the 5 characteristics of Meta Description. **(05)**

Y. Explain any 2 Digital Marketing Trends. **(05)**

Q.3. A. List the Google Analytics dashboard section and explain any one in brief. **(05)**

B. What is Dynamic Search Ads? Explain the specifications of an Ad. **(05)**

**OR**

X. With the help of a neat diagram explain the components of Googles ad account structure. **(05)**

Y. Explain Doubleclick Ad Exchange with a neat diagram. **(05)**

- Q.4. A. Explain in brief any 5 Google Ad Extension. (05)  
B. Differentiate between Website and Web portal. (05)
- OR**
- X. What is a Keyword? Explain the Keyword match Types. (05)  
Y. Explain the different types of digital channel with the help of a neat diagram. (05)
- Q.5. A. Explain any 2 Ad format. (05)  
B. What is a Link? Explain the Different kinds of links. (05)
- OR**
- X. Differentiate between Organic and Paid Search. (05)  
Y. What is a Search Engine? Explain the primary function of a Search Engine. (05)
- Q.6. A. Explain any 2 Search Result types. (05)  
B. Write a note on Accelerated Mobile pages. (05)
- OR**
- X. What are Search queries? Explain the types of Search queries using examples. (05)  
Y. Explain any 2 Tools of SEO. (05)
-