Goa Vidyaprasarak Mandal's

Gopal Govind Poy Raiturcar College Commerce & Economics
Farmagudi-Ponda,Goa.

B.C.A. CBCS (SEMESTER III) END EXAMINATION, NOVEMBER 2022

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 two Search queries.
2. List any two Link building strategies.
3. State the Pay per click models.
4. Define invalid clicks.
5. State any two Careers in Digital Marketing.

Q.1. B. Fill in the blanks: **(5x1=05)**
1. _____ is the promotion of products or brands via one or more forms of any electronic media.
2. _____ are links that come from other websites or a different domain name to your website.
3. _____ allows apps to interact directly with the Google Ads platform.
4. AMP stand for _____.
5. _____ are professional accreditation that Google offers.

Q.2. A. State the steps involved in building a website and explain any
three steps in brief.   **(05)**
   B. Explain any 2 Ad format.   **(05)**
<div align="center">

OR
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   X. Explain any 2 Digital Marketing Trends.   **(05)**
   Y. List the Google Advertising categories and explain in brief
any one category.   **(05)**

Q.3. A. Explain any 2 HTML tags used for SEO.   **(05)**
   B. Explain the 5 types of Adsense Ad.   **(05)**
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OR
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   X. With the help of an example explain the different parts of a URL.   **(05)**
   Y. Explain in brief any 5 Google Ad Extension.   **(05)**

Q.4. A. Explain any 2 Search Result types. **(05)**
    B. What is a Keyword? Explain the Keyword match Types. **(05)**
<div align="center">**OR**</div>
    X. Explain the 5 characteristics of Meta Description. **(05)**
    Y. Explain any 2 best practices to design a Landing page. **(05)**

Q.5. A. Explain the different types of digital channel with the help
      of a neat diagram. **(05)**
    B. Explain the 5 properties of a Good Link. **(05)**
<div align="center">**OR**</div>
    X. Explain any 5 skills needed in Digital Marketing. **(05)**
    Y. Explain any 5 KPI's of SEO. **(05)**

Q.6. A. Differentiate between Bing and Google ads. **(05)**
    B. What is a SEO? Explain the components of SEO. **(05)**
<div align="center">**OR**</div>
    X. Differentiate between Organic and Paid Search. **(05)**
    Y. What is a Search Engine? Explain the primary function
      of a Search Engine. **(05)**