

Goa Vidyaprasarak Mandal's

**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS PONDA - GOA
B.C.A.CBCS (SEMESTER III) INTRA SEMESTER ASSESSMENT (ISA) I- ASSIGNMENT, AUGUST 2023
DIGITAL MARKETING FUNDAMENTALS**

DURATION – 45 minutes

MARKS: 20

- Q.1) Define the following terms (4mks)
a) Digital Marketing
b) Phygital
c) Landing Page
d) Email Marketing
- Q.2) Differentiate between (2mks)
a) Bing Ads and Google Ads
- Q.3) State any three benefits of using Pay-per-click PPC. (3mks)
- Q.4) Describe any three types of Keyword matches. (3mks)
- Q.5) Explain any two types of Digital Channels. (4mks)
- OR**
- Q.5) Explain any four skill development for digital marketing. (4mks)
- Q.6) Explain the different Google Ad Formats. (4mks)
- OR**
- Q.6) Explain the different Google Ad Extension. (4mks)
