

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS,
FARMAGUDI, PONDA-GOA
B.C.A. CBCS (SEMESTER-III) REGULAR EXAMINATION, NOVEMBER 2023
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. What is click through rate?
2. What is invalid clicks?
3. List two benefits of Keyword Planner.
4. What is conversion rate?
5. Define Google analytics

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

1. _____ are links from a page on one website to another.
2. _____ measures how fast the content of a page loads.
3. _____ is content that is similar or exact copies of content on other websites or on different pages on the same website.
4. _____ SEO focuses on external factors that you cannot control but can influence your site's ranking.
5. _____ refers to the page, a search engine displays in response to a search query.

Q.2. A. Write a note on paid media type of digital channel. **(05)**

B. Explain five types of Google ad extensions. **(05)**

OR

Q.2. X. Explain two digital marketing domains with the help of examples. **(05)**

Y. Explain two elements of landing page. **(05)**

Q.3. A. Explain the components of Googles ad account structure with the help of a neat diagram. **(05)**

B. Differentiate between Paid result and organic result. **(05)**

OR

Q.3. X. Explain the PPC model. **(05)**

Y. What is a Search Engine? Explain the primary function of a Search Engine. **(05)**

Q.4. A. Explain two types of keyword matches with their uses. **(05)**

B. Define harmful links. Explain two types of harmful links to avoid. **(05)**

OR

Q.4. X. Describe the importance of Google Ad policies. **(05)**

Y. Describe the importance of using search console for SEO. **(05)**

P.T.O.

