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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.	
2 measures how fast the content of a page loads. 3 is content that is similar or exact copies of content on ot	her websites
or on different pages on the same website.	
4 SEO focuses on external factors that you cannot control bu	ıt can
influence your site's ranking.	
5 refers to the page, a search engine displays in response to a	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. OR	(05)
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	(0.5)
Q.3. X. Explain the PPC model.	(05)
Y. What is a Search Engine? Explain the primary function of a Search Engine	ne. (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	(30)
Q.4. X. Describe the importance of Google Ad policies.	(05)
Y. Describe the importance of using search console for SEO.	(05)

Q.5. A. Write a note on Display Ads.	(05)
B. Explain any five KPI's of SEO.	(05)
OR	
Q.5. X. Define Dynamic Search Ads. State two advantages and disadvantages of DSA.	(05)
Y. Explain any two tools of SEO.	(05)
Q.6. A. Explain two types of search queries.	(05)
B. Differentiate between local SEO and international SEO.	(05)
OR	` /
Q.6. X. Explain title and meta HTML tags used for SEO.	(05)
Y. What is Accelerated mobile pages? State three advantages of AMP.	(05)

