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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA (Integrated)

SEM: V - THEORY EXAMINATION (2024 - 2025)

Subject: Fundamentals of Digital Marketing and Optimization

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

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1. Attempt all parts:-

- 1-a. A digital marketing landscape does not refer. (CO1) K1 1
- (a) various channels
 - (b) pamphlet
 - (c) platforms
 - (d) marketing strategies
- 1-b. Among the following phases of Digital Customer Journey is a pre-sale: (CO1) K1 1
- (a) Awareness
 - (b) Purchase
 - (c) Retention
 - (d) None
- 1-c. A key advantage of eBooks is that they (CO2) K1 1
- (a) Have a high SEO impact
 - (b) Require no visual design skills
 - (c) Allow for detailed exploration of a topic
 - (d) Are short and easy to consume
- 1-d. Social media can primarily help businesses: (CO2) K1 1
- (a) Develop internal policies
 - (b) Engage with customers

- (c) Automate their entire workflow
- (d) Eliminate operational costs
- 1-e. The act of distributing content across multiple channels is referred to as: (CO3) K1 1
- (a) Content Optimization
- (b) Content Seeding
- (c) Influencer Marketing
- (d) Audience Segmentation
- 1-f. Selecting the appropriate style and medium for sharing information is related to: (CO3) K1 1
- (a) Social Media Formats
- (b) Word of Mouth Marketing
- (c) Content Promotion
- (d) Messenger Marketing
- 1-g. Stories on Instagram are visible for how many hours before they disappear? (CO4) K1 1
- (a) 24 hours
- (b) 12 hours
- (c) 72 hours
- (d) 14 hours
- 1-h. Social apps are characterized by their ability to: (CO4) K1 1
- (a) Provide downloadable music
- (b) Enable real-time user interaction
- (c) Store documents
- (d) Process payments
- 1-i. Twitter Spaces is primarily designed for: (CO5) K1 1
- (a) Sharing videos
- (b) Hosting live audio conversations
- (c) Posting polls
- (d) Editing Tweets
- 1-j. Tweets pinned on profiles serve the purpose of: (CO5) K1 1
- (a) Highlighting specific posts
- (b) Archiving old posts
- (c) Automatically reposting content
- (d) Blocking unwanted followers
2. Attempt all parts:-
- 2.a. Point out few reason of why digital marketing is good? (CO1) K1 2
- 2.b. How does content marketing help build trust with an audience? (CO2) K1 2

- 2.c. Define content seeding and its importance in marketing. (CO3) K1 2
- 2.d. Explain the purpose of social apps in modern communication. (CO4) K1 2
- 2.e. Identify the purpose of Twitter Moments in content curation. (CO5) K1 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Explain the advantages of Digital marketing, support your answer with example. (CO1) K1 6
- 3-b. Explain how can digital marketing can help in enlargement of your business, support your answer with proper example. (CO1) K2 6
- 3-c. What are the key elements of an effective eBook? (CO2) K1 6
- 3-d. How can social media help in building a brand identity? (CO2) K1 6
- 3.e. Describe how to analyze Facebook ad performance. (CO3) K2 6
- 3.f. Highlight the benefits of using Instagram Reels for short video content. (CO4) K2 6
- 3.g. Discuss the role of groups in LinkedIn community building. (CO5) K1 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Explain the features of digital marketing. (CO1) K2 10
- 4-b. List the advantages and disadvantages of digital marketing. (CO1) K2 10

5. Answer any one of the following:-

- 5-a. How can social media aid in lead generation? (CO2) K2 10
- 5-b. How can businesses use social media to gather customer feedback? (CO2) K2 10

6. Answer any one of the following:-

- 6-a. Discuss the importance of page analytics for improving Facebook strategies. (CO3) K2 10
- 6-b. Discuss the importance of ad placement in Facebook's ecosystem. (CO3) K2 10

7. Answer any one of the following:-

- 7-a. Explain how the consistency of posting affects follower growth on Instagram. (CO4) K2 10
- 7-b. Describe the meaning of a grey arrow in Snapchat messages. (CO4) K1 10

8. Answer any one of the following:-

- 8-a. Define the purpose of YouTube Playlists in content organization. (CO5) K2 10
- 8-b. Describe the role of analytics in monitoring video performance. (CO5) K2 10