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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2023 - 2024)

Subject: Fundamentals of Digital Marketing and Analytics

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. Data Analysis is a process of _____ (CO1) 1
- (a) Inspecting data
 - (b) Data Cleaning
 - (c) Transforming of data
 - (d) All of the mentioned above
- 1-b. A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings and recommendations to the client. What should they have done before the presentations. (CO1) 1
- (a) Shared the results with subject matter experts
 - (b) created a model based on the results of the analysis
 - (c) surveyed customers about results, conclusions and recommendations
 - (d) Archived the datasets in order to keep them secured.
- 1-c. If a data analyst wants to list cities in a spreadsheet alphabetically, then what should they use. (CO2) 1
- (a) Organie Range
 - (b) Sort range
 - (c) Name range
 - (d) Randomize name
- 1-d. Suppose we want to retrieve data of a customer who's id is 1234. identify the correct answer (CO2) 1
- (a) where cust_id = 1234
 - (b) from cust_id = 1234
 - (c) and cust_id = 1234
 - (d) select cust_id = 1234

- 1-e. Data inspired decision making can discover _____ when exploring data from different sources.(CO3) 1
- (a) which experts can give advice
 - (b) where the largest amount of data
 - (c) if a descision was properly made
 - (d) what the data has in common
- 1-f. What is the primary goal of digital marketing? (CO3) 1
- (a) Increasing brand awareness
 - (b) Generating leads and conversions
 - (c) Building customer loyalty
 - (d) All of the above
- 1-g. Which of the following is NOT a type of data visualization? (CO4) 1
- (a) Histogram
 - (b) Scatter plot
 - (c) Table Plot
 - (d) Box plot
- 1-h. Which data structure stores data in a hierarchical format? (CO4) 1
- (a) Array
 - (b) Queue
 - (c) Stack
 - (d) Tree
- 1-i. A relational database contains a series of _____ that can be connected to form relationships (CO5) 1
- (a) spreadsheets
 - (b) tables
 - (c) fields
 - (d) cells
- 1-j. The date and time a photo was taken is an example of which kind of metadata? (CO5) 1
- (a) Representative
 - (b) Administrative
 - (c) Descriptive
 - (d) Structural

2. Attempt all parts:-

- 2.a. Define Data Analytics. (CO1) 2
- 2.b. Give two examples of data visualization tools. (CO2) 2
- 2.c. How do you define Contradictions? (CO3) 2
- 2.d. What is data science team? (CO4) 2
- 2.e. Explain Relational Database. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Describe and discuss Analytical thinking in detail. (CO1) 6

3-b.	Explain the role of spreadsheets in Data Analytics. (CO1)	6
3-c.	Explain data visualization tools in data analytics. (CO2)	6
3-d.	Discuss the row, column and cell of a spreadsheet. (CO2)	6
3.e.	Justify the statement "We end up where we started after spending solving an important problem". (CO3)	6
3.f.	What is second party and third party data? (CO4)	6
3.g.	Discuss Sorting and filtering process. (CO5)	6

SECTION C

50

4. Answer any one of the following:-

4-a.	Discuss Data Driven Decision Making in detail. (CO1)	10
4-b.	Why is detailed oriented thinking and big picture thinking important? (CO1)	10

5. Answer any one of the following:-

5-a.	Explain an example of SQL Query with Select from where clause. (CO2)	10
5-b.	Differentiate Between Filtering and Sorting. (CO2)	10

6. Answer any one of the following:-

6-a.	What is data analysis & its Scope? (CO3)	10
6-b.	Why are variables important in data analysis?(CO3)	10

7. Answer any one of the following:-

7-a.	Elaborate data ethics in business data analytics.(CO4)	10
7-b.	Justify the statement "Feel Empowered to Say No" (CO4)	10

8. Answer any one of the following:-

8-a.	Discuss the advantages and disadvantages of Public Databases. (CO5)	10
8-b.	What are the advantages and disadvantages of Open Databases? (CO5)	10

REG. MAY 2024