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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2025 - 2026)

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

20

1. Attempt all parts:-

- | | | |
|-------|---|---|
| (1.1) | Main goal of digital marketing.CO1,K2 | 1 |
| | (a) Decrease operational costs | |
| | (b) Increase market share and customer base | |
| | (c) Decrease customer engagement | |
| | (d) Minimize sales efforts | |
| (1.2) | Gen Y prefers this approach in digital marketing.CO1,K2 | 1 |
| | (a) Direct Sales Calls | |
| | (b) Organic Content and Social Media Engagement | |
| | (c) TV and Radio Ads | |
| | (d) Print Media Promotions | |
| (1.3) | The need for data analytics in business includes:CO2,K2 | 1 |
| | (a) To improve decision-making | |
| | (b) To increase sales and revenue | |
| | (c) To understand consumer behavior | |
| | (d) All of the above | |
| (1.4) | The primary objective of data preparation in the data analytics lifecycle is:CO2,K2 | 1 |
| | (a) To collect data from various sources | |
| | (b) To clean and format data for analysis | |
| | (c) To create visualizations | |
| | (d) To communicate the results | |
| (1.5) | A key factor in maintaining a healthy relationship when managing stakeholders? | 1 |

CO3,K2

- (a) Frequent and clear communication
 - (b) Avoiding discussions about project setbacks
 - (c) Limiting communication to formal reports
 - (d) Giving stakeholders unlimited access to raw data
- (1.6) The data collection method that involves observing and recording data from participants in a natural environment? CO3,K2 1
- (a) Surveys
 - (b) Experiments
 - (c) Observational studies
 - (d) Focus groups
- (1.7) Clause used to filter rows in SQL queries. CO4,K2 1
- (a) ORDER BY
 - (b) GROUP BY
 - (c) HAVING
 - (d) WHERE
- (1.8) Key feature of a primary key.CO4,K2 1
- (a) Allows duplicates
 - (b) Can be null
 - (c) Unique identifier
 - (d) Stores metadata
- (1.9) Data mining can best be described as: CO5,K2 1
- (a) Organizing data
 - (b) Discovering patterns in large datasets
 - (c) Transforming raw data into structured data
 - (d) Storing data in databases
- (1.10) Feature subset selection is important because:CO5,K2 1
- (a) It improves model performance by using fewer features
 - (b) It reduces computational cost
 - (c) It removes noise from the dataset
 - (d) All of the above

2. Attempt all parts:-

- (2.1) Explain content marketing and its role in engaging audiences through storytelling. (CO1, K2) 2
- (2.2) Describe the key characteristics of Big Data in modern analytics. (CO2, K2) 2
- (2.3) Define data security in the context of analytics projects. (CO3, K2) 2
- (2.4) Outline the steps involved in filtering specific information from a dataset for analysis. (CO4, K3) 2
- (2.5) Explain the role of data preprocessing in improving data quality for mining. (CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Evaluate how video content enhances engagement and conversions in campaigns. (CO1, K4) 6
- (3.2) Analyze the benefits of interactive advertisements in increasing customer engagement. (CO1, K4) 6

Answer any one of the following:-

- (3.3) Explain Big Data characteristics and evaluate their significance in analytics. (CO2, K4) 6
- (3.4) Explain modern data analytics tools and their role in analytical processes. (CO2, K3) 6

Answer any one of the following:-

- (3.5) Examine stakeholder expectation management strategies and their impact on project success. (CO3, K4) 6
- (3.6) Analyze how data analysts align technical analysis with business objectives. (CO3, K4) 6

Answer any one of the following:-

- (3.7) Explain the end-to-end process of storing, retrieving, and managing data using relational databases. (CO4, K3) 6
- (3.8) Explain the lifecycle of metadata and its evolution with data systems. (CO4, K3) 6

Answer any one of the following:-

- (3.9) Explain stages of knowledge discovery in databases and their significance. (CO5, K3) 6
- (3.10) Explain the role of binarization in preparing datasets for machine learning. (CO5, K3) 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Discuss the fundamentals of digital marketing and justify its relevance in today's business environment. (CO1, K3) 10
- (4.2) Explain the evolution of digital marketing from early adoption to present trends. (CO1, K3) 10

5. Answer any one of the following:-

- (5.1) Analyze the role of a data scientist and key responsibilities in projects. (CO2, K4) 10
- (5.2) Evaluate how data analysis uncovers insights beyond reporting. (CO2, K5) 10

6. Answer any one of the following:-

- (6.1) Explain the complete process of data exploration and its importance in analysis. (CO3, K3) 10
- (6.2) Analyze challenges in stakeholder communication and propose effective strategies. (CO3, K4) 10

7. Answer any one of the following:-

- (7.1) Discuss ethical responsibilities of analysts in handling sensitive data. (CO4, K3) 10
- (7.2) Illustrate the use of visualization tools for presenting analyzed data. (CO4, K3) 10

8. Answer any one of the following:-

- | | | |
|-------|---|----|
| (8.1) | Describe major steps involved in the knowledge discovery process. (CO5, K3) | 10 |
| (8.2) | Explain the need for dimensionality reduction in high-dimensional datasets. (CO5, K3) | 10 |

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