

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMPUTER APPLICATIONS
EXAMINATION : DECEMBER - 2023
SEMESTER - II
Sub : Digital Marketing (MCA- 205-22)

Date :22/12/2023

Total Marks : 60

Time: 10.00 am to 12.30 pm

Instruction:

- 1. All questions are compulsory unless and otherwise stated.*
- 2. Bold figures to the right of every question are the maximum marks for that question.*
- 3. Candidates are advised to attempt questions in order.*
- 4. Answers written illegibly are likely to be marked zero.*
- 5. Use of scientific calculators, Log tables, Mollier Charts is allowed.*
- 6. Draw neat and labelled diagram wherever necessary.*

Q. 1. Answer the following in 2 - 3 lines. (Any 5) (10)

1. What are the four P's of marketing?
2. What is Content Writing?
3. What is Digital Marketing?
4. What is responsive website?
5. What is keywords?
6. What is website?
7. What is backlink?

Q. 2. Answer the following in short. (Any 4) (20)

1. Explain the types of website.
2. What is ranking and indexing?
3. What is Email marketing?
4. What is Organic & Inorganic SMM?
5. Explain the process of website optimization.
6. Explain google analytics.

Q. 3. Answer the following in detail. (Any 3) (30)

1. Explain SEO and distinguish between On Page SEO and Off Page SEO.
2. Explain social media marketing with the help of Facebook marketing.
3. What is SMO? Explain it in brief.
4. Explain Google Analytics.
5. What is website traffic? Explain How to track the website traffic?
