

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMPUTER APPLICATIONS**

**EXAMINATION : MAY - 2024**

**SEMESTER - II**

**Sub : Digital Marketing (MCA- 205-22)**

**Date : 25/05/2024**

**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. Define ranking
2. What is indexing?
3. What is SERP?
4. What is keyword research?
5. What is content writing?
6. Define the term PPC.
7. What is digital marketing?

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

1. What are crawlers? What are its types?
2. Explain the benefits of social media
3. Explain keywords in Digital marketing? How important is it for SEO?
4. What are landing pages? What benefits do they offer?
5. What are the most effective ways to increase the traffic to your website?
6. Define web hosting? What are the different types of web hosting?

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

1. Write brief note on Face book Marketing
2. Describe the SEO process. What is the difference between paid search and organic search
3. Explain youtube market strategies
4. What is the procedure of website optimization?
5. Explain in brief "Google Analytics"

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