

<b>Name:</b>	 <b>UPES</b> <small>UNIVERSITY WITH A PURPOSE</small>
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

<b>Course: Digital Marketing</b> <b>Program: BCA</b> <b>Course Code: CSER 3004</b>	<b>Semester: V</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>
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**Instructions: Students are supposed to assume any missing data and give examples wherever applicable.**

**SECTION A [30 Marks]**

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

<b>S. No.</b>	<b>Question</b>	<b>CO</b>
Q1.	Which of the following is a benefit of using relevant ads and landing pages_____ <ul style="list-style-type: none"> <li>a. higher ad positions on the search results page.</li> <li>b. increased cost for ad placements</li> <li>c. higher cost per clicks on your ads</li> <li>d. Ads that will ensure more purchases</li> </ul>	<b>CO1</b>
Q2.	Why search engines a great place for a business to be found? <ul style="list-style-type: none"> <li>a. People who search are really, and actively looking for information, products or services.</li> <li>b. People pay to use search engines, so there is a wealthy customer base</li> <li>c. search engines are a big trend to be used these days</li> <li>d. search engines always guarantee new customers</li> </ul>	<b>CO2</b>
Q3.	_____ technology is used by the search engines to 'crawl' websites. <ul style="list-style-type: none"> <li>a. Bots.</li> <li>b. Bootstrap</li> <li>c. Interns</li> <li>d. Automatons</li> </ul>	<b>CO3</b>

Q4.	Most of the web analytics tools can tell you _____ information about the users. a. Their location, type of device they are using and pages visited. b. Their contact details, their behaviour and their operating system c. Their location, type of device they are using and contact details d. Their interests, when they delete their browser cookies and their location	<b>CO3</b>
Q5.	(Complete the statement) Website's title html tag is important because_____	<b>CO4</b>
Q6.	In an SEM auction, your Quality Score is based on which aspect of your ad_____  a. Relevance. b. Bid c. Wit d. Duration	<b>CO4</b>
<b>SECTION B [50 Marks]</b>		
<b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short / brief notes</b> <p style="text-align: center;"><b>Note*: Attempt any one question of Q11</b></p>		
Q7.	Differentiate between Organic Search and paid search.	<b>CO1</b>
Q8.	How digital marketing can be useful in Pandemic situations like COVID19?	<b>CO2</b>
Q9.	Illustrate the demographic effect of consumer behaviour. How digital marketing plays an important role in it.	<b>CO3</b>
Q10.	Discuss the failure factors for E-marketing.	<b>CO4</b>
Q11.	Write a small html code that shows important tags and strategy to design a Web page. You should emphasize on SEO while writing a HTML code. [Hint: Your Project's Home Page]	<b>CO4</b>
<b>OR</b>		
	Classify the gamification and comprehend its importance in E-marketing?	

**SECTION-C [20 Marks]**

**1. Each Question carries 20 Marks.**

**2. Instruction: Write long answer. Give suitable examples/references where applicable**

**Note\*: Attempt any one question of Q12**

Q12.	<p>You appointed to take the website of “<i>UPESBCA</i>” (<a href="http://www.upesbca.com">www.upesbca.com</a>) on top 5 in the listing of google search engine’s first page. Presently it is coming on second page of the search engine.</p> <p>Demonstrate what steps you will take for that. Apply SEO, SEM, SMC etc., and design the plan to refurbish the present contents of the website, advertisements, traffic etc. Show techniques and steps you will utilize. Conclude with your justification.</p>	<b>CO4</b>
<b>OR</b>		
	<p>The “<i>BCA2018Group</i>” is yet to launch its business that deals in Uttarakhand’s Local village products, Dehradun Basmati Rice and Dehradun Tea around the globe. Its Head Office is in Dehradun at Bidholi.</p> <p>Now explain how you will use SWOT analysis for it. Also, highlight how you will use Social Media Marketing and Social Media Platform for it.</p> <p><a href="http://www.BCA2018Group.com">www.BCA2018Group.com</a></p>	