

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: Digital Marketing**  
**Program: BCA**  
**Course Code: CSER 3004**

**Semester: V**  
**Time 03 hrs.**  
**Max. Marks: 100**

**Instructions: Students are supposed to draw neat diagram and provide examples wherever applicable. Assume any missing data.**

**SECTION A [20 Marks]**

S. No.		Marks	CO
Q1.	Explain the key benefit of having an online presence of a business.	4	CO1
Q2.	Discuss the failure factors for E-marketing.	4	CO2
Q3.	How local marketing is useful for your business	4	CO3
Q4.	Define a Google bot.	4	CO4
Q5.	Define gamification.	4	CO5

**SECTION B [40 Marks]**

**Note\*: Attempt any one question of Q9**

Q6.	Elaborate how you can enhance the Organic Search of your website.	10	CO1
Q7.	Illustrate the challenges of online marketing in detail.	10	CO2
Q8.	Describe factors affecting the consumer behaviour. How digital marketing can play an important role for it?	10	CO3
Q9	Justify why online campaign is one of the most important aspect for any of the business. How can it increase the business growth? Explain.	10	CO4

**OR**

	Future of online marketing is concentrating on gamification. How gamification is effective for any online business? Discuss in detail.	10	CO5
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**SECTION-C [40 Marks]**

**Note\*: Attempt any one question of Q11**

Q10.	How will you apply Search Engine Optimization, Search Engine Marketing, and Social Media Campaign etc., to enhance the listing of your business website (that deals in <i>“Dehradun Basmati Rice and Tea”</i> ) in google search engine. Discuss techniques and steps you will apply. Conclude with your justification.	20	CO4+ CO5
Q11.	You want to take your conventional business around the globe by making it Online ( <a href="http://www.thebabyboss.com">www.thebabyboss.com</a> ). Highlight the key point you apply for SEO. What factors will you consider while designing the Website and mobile App? How will you monitor through analytical tools such as google console. Elaborate in detail.	20	CO5

	<b>OR</b>		
	The “ <i>JARVIS SOLUTIONS</i> ” is yet to launch its business that deals in IT Consultancy and Marketing around the globe. Its Head Office is in Dehradun. 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.	<b>20</b>	<b>CO5</b>