

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

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2019

Course: Internet & Related Technologies Program: BBA Digital Marketing Course code: DSIT 2002 Instructions:	Semester: III Time: 3 Hours Max. Marks: 100
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SECTION A **(6*5 Marks Each - 30 Marks)**

Write Short Notes On:

1	Client – Server	5
2	Web Browser	5
3	Hyperlink	5
4	Blogs	5
5	Firewall	5
6	SEO	5

SECTION B **(3*15 Marks Each -45 Marks)**

1	What are the common factors that influence search engine rankings? How would you improve the Google rankings for your blog?	15
2	Explain the “Long Tail Concept”. How has its understanding helped retail sector?	15
3	Stepwise indicate the main processes involved in search technology?	15

SECTION-C **(25 Marks)**

	Analyse in detail the SOSTAC TM approach to E-Marketing Planning.	25
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