

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SY BCA Semester-III, Semester End Examination, November 2023  
Digital Marketing Fundamental (CAG-121)

**Duration: 2 Hours****Max Marks: 60**

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- Instructions:** i) All Questions are compulsory  
ii) Figures to the right indicate full marks

**Q1.A) State TRUE or FALSE** **(5x1=05)**

- a) Adwords for display is not allowed in google search results.
- b) The KPI Return on investment (ROI) refers to the amount of money you get back from the money you invest.
- c) Campaign experiments slows down website traffic and causes crashes.
- d) Digital marketing doesn't make use of Artificial intelligence at all.
- e) Google simulator shows you cards with customized recommendations based on your current Merchant Center product data and campaigns in Google Ads.

**Q1.B) Define the purpose of the following in not more than 20 words.** **(5x1=05)**

- a) Voice Search Optimization
- b) AI Chat Bots
- c) Click Through Rate
- d) Ad Rank
- e) Responsive Display Ads

**Q.2 Answer the following**

- A) List any 4 tools used for SEO. **(2)**
- B) Explain page speed and list 3 advantages of page speed. **(3)**
- C) Illustrate with an example the various Ad formats used by Google. **(5)**

**Q3. Answer the following:**

- A) Explain bounce rate and organic sessions in SEO KPI. **(2)**
- B) Compare and contrast between AdWords and AdSense. **(3)**
- C) Illustrate the various Ad specifications that are used for digital marketing. **(5)**

- Q4. Answer the following:** (2)
- A) Describe the importance of a landing page. (3)
  - B) Differentiate between Google Search Ads and Microsoft Bing. (5)
  - C) Explain the best practices used for link building and list 3 advantages.
- Q5. Answer the following.** (2)
- A) Explain Phygital marketing with an example. (3)
  - B) Differentiate between Google Search Console and Google Analytics. (5)
  - C) Explain various ways SEO handles duplicate data.
- Q6. Answer the following.** (2)
- A) Explain the Robot.txt and Sitemap components of SEO. (3)
  - B) Describe the functioning of Double Click Ad Exchange. (5)
  - C) Describe how on-site and off-site SEO helps business reach a wider audience.