

**MUQuestionPapers.com**

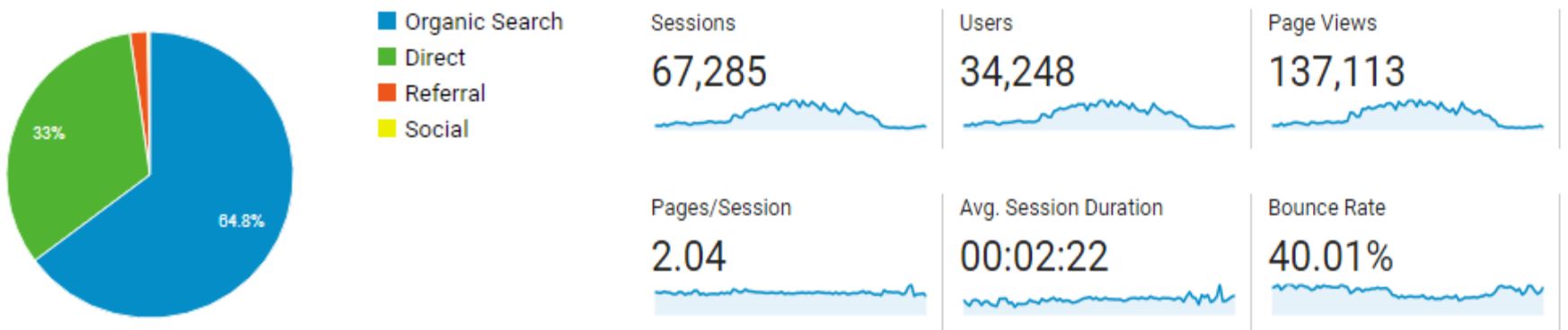
**Advertisement Kit**

# What is MUQuestionPapers.com ?

- MUQuestionPapers.com (MU QP) is a repository of previous years question papers. Currently it hosts various Engineering branches, MCA and some M.E branches question papers.
- Extremely simple dropdown search and One-click download is USP of MUQuestionPapers
- No Registration or Login. User can download a paper in 10 seconds flat!

# MU QP & SEO

- Our Website holds prominent position on Google Search Engine.
- We rank in **Top 10** for **780** different keywords
- 64.8% of traffic comes from Google



# Traffic Details of the Website

- During our First Exam Season, We managed to get below traffic.

Sessions

67,285



Users

34,248



Page Views

137,113



Pages/Session

2.04



Avg. Session Duration

00:02:22



Bounce Rate

40.01%



# Question Paper Downloads

- *The most important Advertisement Metric!*
- We had Close to **1 Lac Downloads** From May 10 till June 30 (We started capturing data from May 10<sup>th</sup>). Here Events Means Downloads

Total Events

92,992



Unique Events

75,644



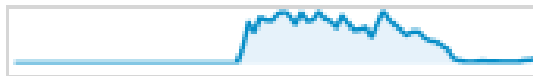
Events/Session with Event

4.04

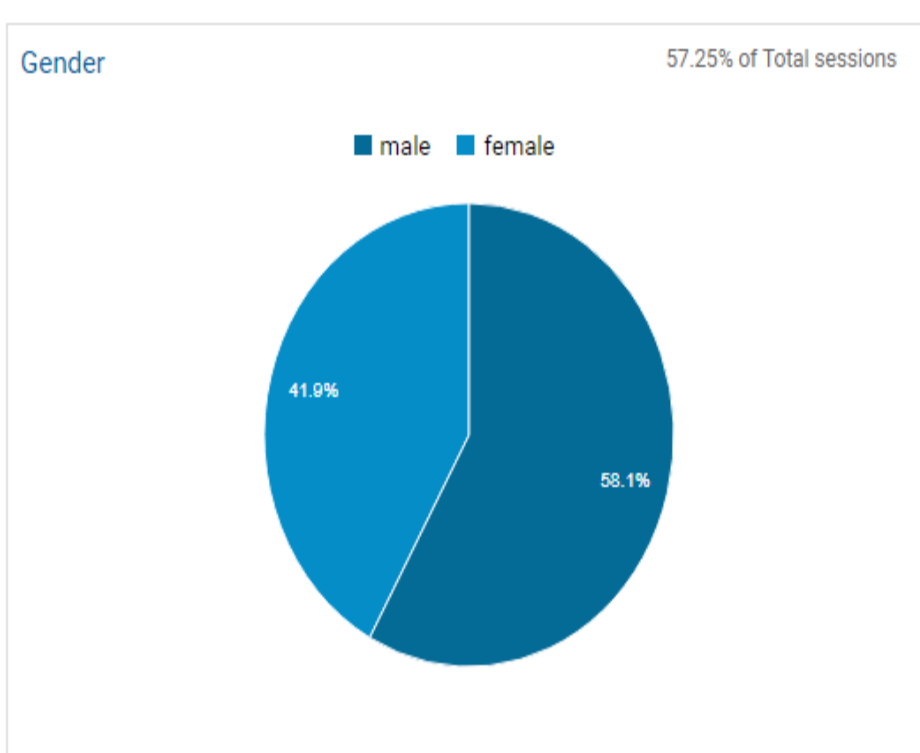
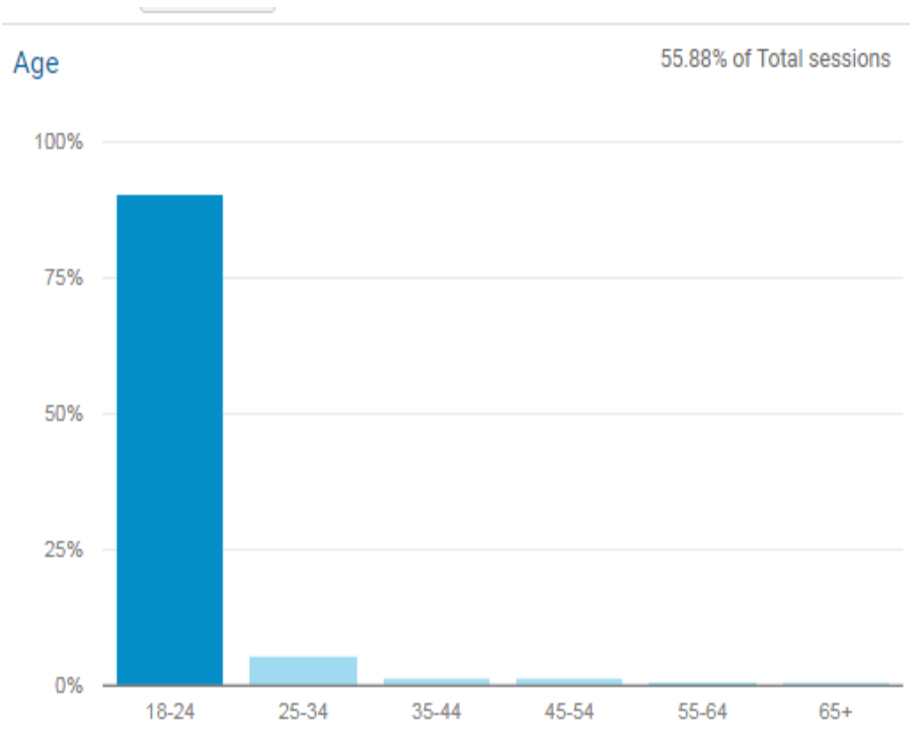


Sessions with Event

23,022



# Demographics of Visitors



# Advertising Options

We have 3 Advertisement Packages with MU QP:


- **VIVA EXAM:** Advertisement on Home page + all internal pages
- **MID TERM EXAM:** Advertisement on all PDFs which will be downloaded
- **FINAL SEMESTER EXAM:** Advertisement Everywhere!


# VIVA EXAM

- You get to place your banners on Top and Bottom areas of the website on homepage + all pages of the website
- Package Cost:
  - **Rs. 7999/-** per month during peak period months ( April-May-June & Oct-Nov-Dec)
  - **Rs. 2999/-** per month during non peak period months ( Jan-Feb-Mar & July-Aug-Sept)



# VIVA Exam Advertisement Placement

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1

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2

# Midterm Exams

- You get to place banners on all pages of Question Paper PDFs. Put your ad in 2000+ PDFs
- Reach to thousands of users with Clickable Call-to-action Banner to your website. Stays forever printed once downloaded by user!
- Package Cost:
  - **Rs. 15000/-** per month during peak period months ( April-May-June & Oct-Nov-Dec)
  - **Rs. 5000/-** per month during non peak period months ( Jan-Feb-Mar & July-Aug-Sept)

# Midterm Exams Advertisement Placement

 **Firefox 3.5** DOWNLOAD NOW! 

**QP Code : 5250** 1

(3 Hours) [Total Marks : 80

*N.B. :* (1) Question No. 1 is compulsory.  
(2) Solve any three questions from remaining.

1. Solve any four :—

(a) Compare Electronic Voltmeter & Conventional Analog Voltmeter.	5
(b) Draw Schering Bridge. List applications of it.	5
(c) Define transducer. List different types of transducers.	5
(d) Explain generalized data acquisition system in brief.	5
(e) Explain sensitivity of voltmeter with one example.	5

2. (a) Explain strain gauge transducer. Derive its gauge factor. 10  
(b) Explain capacitive transducer for displacement measurement. Derive its expression. 10

3. (a) Compare RTD and Thermocouple with construction, working & application. 10  
(b) List flow meters. Draw and explain ultrasonic flow meter in detail state advantage of it. 10

4. (a) Draw and explain low, medium and high resistance measurement techniques in detail. 10  
(b) Draw and explain Maxwell's bridge. Write its advantages, disadvantages and applications. 10

5. (a) Explain the importance of Lissajous figures in detection of frequency and phase. 10  
(b) Draw & explain DSO. Write the applications of DSO. 10

6. Write note on any two. 20

(a) FET type voltmeter.	
(b) Liquid Level measurement application using LVDT.	
(c) Data logger.	

— v —

**MD-Con. 11521-15.**

# Final Semester Exams

- Place Ads on Homepage + internal pages + all PDFs (*Viva + Midterm Package combined!!*)
- Package Cost:
  - **Rs. 19,999/-** per month during peak period months ( April-May-June & Oct-Nov-Dec)
  - **Rs. 7500/-** per month during non peak period months ( Jan-Feb-Mar & July-Aug-Sept)

# What we require from you

- We require creative from you as mentioned below:
  - URL which requires to be placed behind the banners
  - Responsive sizes banners for Viva Exam Package
  - 3 Different Ad Sizes for Midterm Exam Package
    - **728x90 , 1456x180, 2184x360** as we have 3 different width sized PDFs

# Reach out to us

- Mail us at [info@muquestionpapers.com](mailto:info@muquestionpapers.com) if you want more information or you want to buy our packages
- We respond within 48 hours and We will start your advertisement campaign in 48 hours of receiving payment

**Thank you !  
Looking forward....**

**[info@muquestionpapers.com](mailto:info@muquestionpapers.com)**