16/05/2025 MCA SEM-I (NEP-2020) DMBA QP CODE: 10081618

(2 Hours)   **Total Marks: 50**

Note:

- **Question number Q1 is compulsory**
- **Attempt any two questions out of Q2 to Q5**

			Marks	Course Outcome CO	Bloom's Level BL
Q1		**Answer the following.**			
	a.	How do tracking codes add value to marketing campaigns?	[05]	CO4	BL5
	b.	Explain POEM framework in digital marketing.	[05]	CO1	BL2
	c.	How can businesses leverage YouTube analytics to improve their marketing efforts?	[05]	CO3	BL6
	d.	What is Ad Rank? How is Ad Rank determined?	[05]	CO2	BL5
Q2	**a.**	How is AI transforming the role of marketers in the digital landscape?	[08]	CO4	BL3
	b.	How can businesses use LinkedIn for lead generation? Explain in detail.	[07]	CO3	BL3
Q3	**a.**	Explain the various text-based and voice-based tools available in mobile marketing.	[08]	CO3	BL2
	b.	How would you choose between CPM and CPC for a digital marketing campaign?	[07]	CO1	BL5
Q4	**a.**	What is SEO? Explain different SEO phases in detail.	[08]	CO2	BL2
	b.	Explain the different types of Ad campaigns in Twitter.	[07]	CO3	BL2
Q5	**a.**	Explain the structure of a Facebook ad campaign.	[08]	CO3	BL2
	b.	What is web analytics? How does web analytics contribute to evaluating a website's performance?	[07]	CO4	BL5

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