

21 NOV 2025 MCA (SEM-II) (CHOICE BASED) DMBA QP CODE: 10094240

(3 Hours)

[Total Marks: 80]

N.B. : 1) Question No.1 is **Compulsory**.

2) Attempt any **THREE** from the remaining **FIVE** questions.

3) Figures to the right indicate full marks.

- Q1.** (a) Describe the Edge Rank Algorithm used by Facebook. [5]
(b) Describe the steps in the consumer decision journey. [5]
(c) Compare Twitter with other social media platforms. [5]
(d) What makes an advertisement both creative and effective? [5]
- Q2.** (a) Compare Traditional marketing with Digital marketing. [10]
(b) Explain the key features of mobile marketing. [10]
- Q3.** (a) Describe the steps in the social media strategy cycle. [10]
(b) What are the different data collection techniques used in web analytics? [10]
- Q4.** (a) Define Search Engine Optimization (SEO) and discuss how search engines operate. Explain on-page optimization in SEO. [10]
(b) What are the essential elements of a LinkedIn content strategy? [10]
- Q5.** (a) What are the different approaches or models used for mobile advertising? [10]
(b) Explain the different types of Facebook ads. [10]
- Q6.** (a) What is web analytics? How does web analytics help in identifying the website's performance? [10]
(b) Explain different types of Ad campaigns on Twitter. [10]
