

26-3-18



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, II Semester, 2018
Academic Year 2017-18 (Even Semester)

School of Technology

Programme Name: MCA

Course Code with Title: MCC-206: Digital Marketing

Time Allowed: 2Hours

Maximum Marks: 30

SECTION: A

(Total Marks: 3 × 2 = 6)

Question 1: What is digital marketing?

Question 2: What is SEO?

Question 3: What is on-page and off-page SEO?

SECTION: B

(Total Marks: 3 × 4 = 12)

Question 1: What is E-mail marketing?

Question 2: What is content marketing?

Question 3: What is role of keyword research in SEO?

SECTION: C

(Total Marks: 2 × 6 = 12)

Question 1: How search engine works?

Question 2: What are the off-Page SEO techniques?