

**EXAMINATION PAPER**

**FACULTY: COMPUTER SCIENCE & MULTIMEDIA**

**COURSE: MASTER OF COMPUTER SCIENCE**

**YEAR/SEMESTER: FIRST / SECOND**

**MODULE TITLE & CODE: DIGITAL MARKETING: MCS 125**

**DATE:**

**TIME ALLOWED: 3 HOURS  START: 1:00 PM FINISH: 4:00 PM**

**Instruction to candidates**

1. This question paper has THREE (3) Sections.
2. Answer all **7** questions in Section A, VSAQ
3. Answer **7** questions out of 9 in Section B, SAQ.
4. Answer **2** questions out of 3 in Section C, LAQ.
5. No scripts or answer sheets are to be taken out of the Examination Hall.
6. Lengthy answers do not win more marks. Students are advised to write clear and concise answer with valid relevant examples

***Do not open this question paper until instructed***

*(Candidates are required to give their answers in their own words as far as practicable)*

**SECTION A**

**Very Short Answer Questions**

**Attempt all seven (7) questions [2 × 7 = 14]**

1. Difference between on-page SEO and off-page SEO.
2. What is Geotargeting in digital advertising?
3. What is the purpose of a 301 redirect in website management?
4. Define the term "Bounce Rate" along with a calculation formula.
5. Define Conversion Rate Optimization (CRO) and its significance.
6. What role does A/B testing play in email marketing campaigns?
7. What is the role of UTM parameters in tracking online campaign performance?

**SECTION B**

**Short Answer Questions**

**Attempt only seven (7) questions out of eight (9) questions [7 × 8 = 56]**

Q.1 Discuss in detail the key components of digital marketing and elaborate on how they have transformed traditional marketing practices. Assess the impact of these transformations on the overall marketing landscape.  
*( Chapter 1 : Introduction Of Digital Marketing )*

Q.2 Define static and dynamic websites, and explain the importance of strategic website planning for effective digital marketing. Evaluate how strategic planning contributes to the establishment of a strong online presence, considering various elements.  
*( Chapter 2 : ​​Planning And Creating a Website )*

Q.3 Elaborate on the fundamental principles of SEO and analyze their influence on a website's visibility on search engines. Discuss the evolving nature of SEO practices and their relevance in the current digital landscape.

*( Chapter 3 : Search Engine Optimization (SEO) )*

Q. 4 Provide a comprehensive explanation of how Google Ads works, and dive into the role of paid advertising in search engine marketing. Assess the significance of paid advertising for businesses, considering its impact on online visibility and customer engagement.

*( Chapter 4 : Search Engine Marketing )*

Q.5 Explore how businesses can effectively leverage social media platforms to enhance their marketing efforts. Identify and discuss the challenges they might face in the process. Additionally, explain four key performance indicators (KPIs) commonly used in social media marketing.  
*( Chapter 5 : Social Media Marketing )*

Q.6 Define content marketing and discuss the criteria for determining what content to publish and when. Evaluate the importance of video in SEO and elaborate on its specific impact.   
*(Chapter 6 : Content Strategy )*

Q. 7 Enumerate and explain the metrics that should be considered in web analytics. Illustrate how businesses can use this data to refine their digital marketing strategies, emphasizing the iterative nature of optimization based on analytics insights.  
*( Chapter 7 : Web Analytics )*

Q. 8 Investigate and outline the best practices for designing effective email marketing campaigns. Provide insights into maintaining subscriber engagement, considering the evolving landscape of email marketing and changing consumer behaviors.  
*( Chapter 8 : Email Marketing )*

Q. 9 Explore how digital marketing plays a crucial role in making e-commerce businesses successful by attracting and keeping customers. Specifically, look into the strategies for getting new customers and keeping existing ones. Also, discuss the challenges that e-commerce businesses in Nepal might face when using digital marketing.

*( Chapter 9 : E – Commerce Management )*

**Group C**

**Long Analytical or Case Question**

**Attempt any two (2) questions out of three (3) questions [2 × 15 = 30]**

Q. 1 In today's business landscape, digital marketing plays a crucial role, incorporating diverse elements like search engine marketing (SEM) and social media marketing. Examine the fundamental principles underlying digital marketing and their impact on SEM and social media strategies.

Begin by offering a comprehensive view of the essential components and evolutionary shifts within digital marketing. Discuss how these components establish the groundwork for a robust digital marketing strategy.

Next, navigate through the complexities of SEM, shedding light on its pivotal role in amplifying online visibility and directing focused traffic. Assess how these foundational principles align with and contribute to the success of SEM practices.

Simultaneously, investigate the realm of social media marketing, underscoring its importance in crafting a brand presence and fostering engagement with the audience. Scrutinize the harmonization of foundational principles with effective social media marketing strategies, evaluating how they mutually reinforce each other.

In your response, draw upon concrete examples or case studies to illustrate key concepts, showcasing a thorough comprehension of the interplay between foundational principles, SEM, and social media marketing.(7 + 4 + 4)  
*( Chapter 1 Introduction Of Digital Marketing, Chapter 4 Search Engine Marketing, Chapter 5 Social Media Marketing )*

Q. 2  Explore the synergy between content strategy and social media marketing. Discuss the key components of content strategy, incorporating AI's influence on content creation and distribution. How does an effective content strategy enhance engagement and personalization in the context of social media marketing?

Given the challenges posed by the TikTok ban in Nepal, analyze the impact on social media marketing strategies. Discuss contingency plans and alternative platforms for businesses that relied on TikTok. How can businesses adapt their social media marketing approaches in the face of unforeseen challenges and platform limitations?

( 7.5 + 7.5 )*(Chapter 7 Content Strategy ,Chapter 5 Social Media Marketing)*

Q. 3 Q: Explore the foundational principles of Search Engine Optimization (SEO), emphasizing strategies that enhance a website's visibility organically. Discuss key elements such as content optimization and structure to improve search engine rankings.  
Explore the details of Search Engine Marketing (SEM), which is about getting more people to visit a website through paid ads. Look into how the basic principles of Search Engine Optimization (SEO), like improving content and structure, work together with SEM to make sure the online presence is strong and effective.   
Discuss how businesses can blend SEO and SEM smartly to boost digital marketing impact. Consider recent trends shaping the future of search engine optimization and marketing.

( 5 + 5 + 5)

*( Chapter 3: Search Engine Optimization (SEO), Chapter 4: Search Engine Marketing )*

Good Luck