

Jaypee University of Engineering & Technology, Guna**T-2 (Even Semester 2022)**

18B14HS441-Concept of Digital Marketing

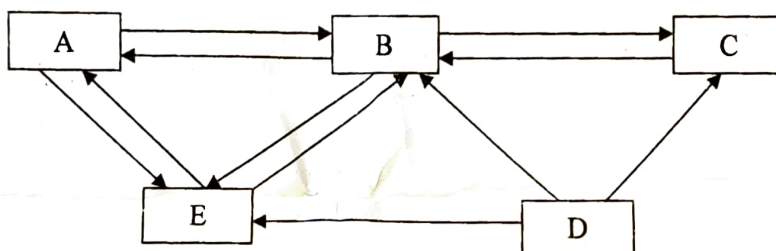
Maximum duration: 1 Hour 30 Minutes

Maximum Marks: 25

Notes:

1. This question paper has 5 questions.
2. Write relevant answers only.
3. Do not write anything on question paper except Enroll No.

Q1. Using the graph shown below, compute the PageRank at every node at the end of the third iteration. Use damping factor=0.85. (Take up to three decimals) [05]



Q2. 'The importance of Pay Per Click (PPC) rests on a business's ability to accurately read their data, make adjustments to ad campaigns, wait for new data to come in, and then measure the effectiveness of their changes'. Given the statement, explain the importance of PPC concerning other digital marketing tools. [05]

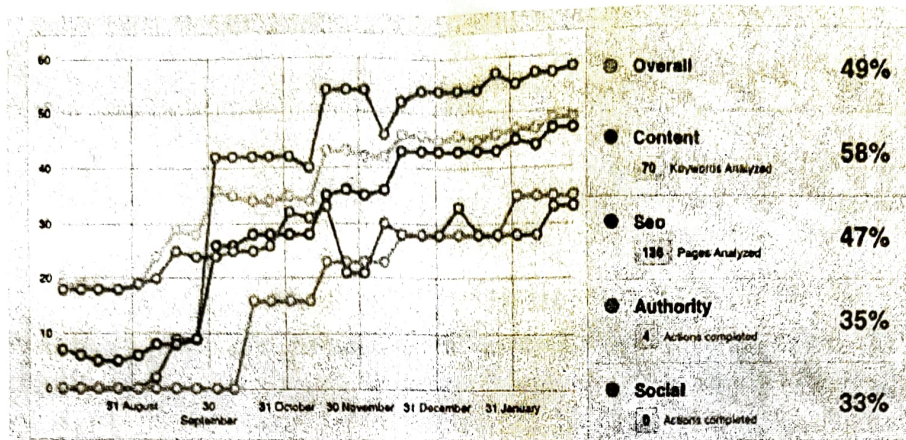
Q3. 'SEO is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.' Justify your opinion by explaining the various types of SEO and how it is different from each other? [05]

Q4. 'Every organization wants to have good, attractive, and engaging content for its users.' Elucidate the statement with the help of factors important to create relevant and attractive content. [05]

Q5.

Case Study:

Fieldwire, a web and mobile collaboration platform for the commercial construction industry, had a stronger focus on product and engineering but was lacking marketing-focused content. CanIRank helped them shift their focus from conversion to traffic generation and got them to rank in the top three search results for all their main keywords.



- (a) Explain the strategies should Fieldwire and CanIRank adopt to increase the traffic on their web portal. [03] ③
- (b) Why Fieldwire has not opted for traditional marketing? Elucidate the results expected from the various digital marketing strategies. [02] ②
