

3895-R

B. Sc. (Third Year) Examination, 2020-21

(For Regular Students)

COMPUTER APPLICATION

Paper : Second

(Digital Marketing)

Time Allowed : Three hours

Maximum Marks : 40

Note: Attempt all questions. All question carries equal marks.

1. What do you understand by Performance Evaluation? Explain it.
2. Explain the concept of domain names and extensions.
3. Explain the concept of monitoring traffic sources.
4. Explain the difference between Video Marketing and Pinterest Marketing.
5. Explain optimization of search campaigns.