UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: BBA Digital Marketing   **Semester: III**
Programme: Internet & Related Technologies

Time: 03 hrs.   **Max. Marks: 100**
Instructions:

SECTION A

S. No.	Write Short Notes on:	Marks	CO
Q 1	Client – Server	**5**	**2**
Q 2	Web Browser	**5**	**2**
Q 3	Hyperlink	**5**	**2**
Q 4	Blogs	**5**	**2**
Q 5	Firewall	**5**	**2**
Q 6	SEO	**5**	**3**

SECTION B

S. No.	Answer the following Questions	Marks	CO
Q 1	What are the common factors that influence search engine rankings? How would you improve the Google rankings for your blog?	**15**	**4**
Q 2	Explain the "Long Tail Concept". How has its understanding helped retail sector?	**15**	**1**
Q 3	What are the main processes involved in search technology?	**15**	**2**

SECTION-C

S. No.	Answer the following Question	Marks	CO
Q 1	Discuss in detail the SOSTAC^{TM} approach to E-Marketing Planning.	**25**	**3**