SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		**INTERNAL ASSIGNMENT - 1**
Course	MCA	**Software Architecture**
Semester	5	
Total Marks:	15	

Q.1. Write answers for any two questions from below. 5 marks each – Word limit – 500

A. How would you categorize Digital Marketing?

B. How can you categorize the digital marketing?

C. What are platforms that are used in digital marketing?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

A. What do you mean by digital media purchasing?

B. What is self-maintained website?

C. How should SEO incorporate with our overall marketing strategy?

D. Explain the main functions of search engine.

E. What is promotions along with its types?

Q.1. **Write answers for any two questions from below. (5 marks each – Word limit – 500)**

A. What is your philosophy of approaching SEO to deliver results?

B. What do you mean by organization of website?

C. What do you mean by Facebook?

Q.2. **Write short notes on all of the following topics (1 mark each - Word limit - 100)**

A. What are the types of Earned media activities?

B. How to build a Social Media Campaign?

C. Write a short note on online expansion.

D. What is digital marketing?

E. Describe the working of affiliate marketing with example.