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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2022-2023 .)

Subject: Fundamentals of Digital Marketing and Analytics

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- 1-a. Understanding context is an analytical skill best described by which of the following(CO1) 1
- (a) Data Strategy
 - (b) Curiosity
 - (c) Understanding Context
 - (d) Having a technical mindset
- 1-b. What steps do data analyst take to ensure fairness when collecting data(CO2) 1
- (a) It is pleasing to see
 - (b) it helps to identify trends more quickly
 - (c) It is easy to understand.
 - (d) all of the above
- 1-c. In the function =MAX(B5:B15), what does B5:B15 represent?(CO3) 1
- (a) Formulas contain words and numbers, and functions contain numbers only.

- (b) Formulas are used in graphs, and functions are not.
- (c) Formulas span two or more cells, and functions exist in only one cell.
- (d) Formulas are written by the user, and functions are already defined.

- 1-d. When Data Visualization is used, then ___(CO4) 1
- (a) It Enhances Decision Making
 - (b) Improves Memory
 - (c) Make data easier to understand
 - (d) All of the above
- 1-e. Presentation skills help to ___(CO5) 1
- (a) Deliver effective communication
 - (b) Engage Clients
 - (c) Reduce Time
 - (d) Describe metadata

2. Attempt all parts:-

- 2.a. Define Data Design(CO1) 2
- 2.b. Define Fairness(CO2) 2
- 2.c. Define Absolute Referencing(CO3) 2
- 2.d. Define Strategic Leadership(CO4) 2
- 2.e. Define Sharing a narrative(CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Justify the statement "There is incredible value in data"(CO1) 5
- 3-b. Discuss the visualizations that you use in daily life(CO2) 5
- 3-c. Why is understanding the problem at high level important(CO3) 5
- 3-d. Discuss Unbiased and objective data(CO4) 5
- 3-e. Justify the statement "Open Data enables citizens to become part of public planning"(CO5) 5

SECTION C

20

4. Answer any one of the following:-

- 4-a. Discuss the Ask phase of data analysis process in detail with Example(CO1) 4
- 4-b. Discuss the prepare phase of data analysis process in detail with Example(CO1) 4

5. Answer any one of the following:-

- 5-a. Discuss the advantages and importance of Data Visualization(CO2) 4
- 5-b. Explain 5 different ways in which you can display the visualizations(CO2) 4
- 6. Answer any one of the following:-**
- 6-a. Discuss the countif function in spreadsheet(CO3) 4
- 6-b. Discuss any 5 errors that occur in spreadsheet(CO3) 4
- 7. Answer any one of the following:-**
- 7-a. Discuss the role of project managers(CO4) 4
- 7-b. Justify the statement "Spreadsheets and relational database are example of storing data in a structured way"(CO4) 4
- 8. Answer any one of the following:-**
- 8-a. Discuss Sorting and filtering process in detail with examples(CO5) 4
- 8-b. Explain and discuss what is data sourcing with example(CO5) 4

2022-23 Jan_Jun