

**Bunts Sangha's  
S.M. Shetty College of Science, Commerce & Management Studies, Powai.**

**Student Enrichment Activity Approval Form 2017-18**

Department: of Mass Media & Communication Skills

Program: Digital Marketing Certification from Google Inc.

Objectives: To give additional knowledge and certification to students which will help in the job market.

Need: Requirement for job placements.

Content: Digital Marketing Course was conducted.

Resource Person: ATS Technologies

Date:- 10/6/2017 Time:- 12 pm Venue:- 6<sup>th</sup> Floor IT Lab

Cost/Budget: \_\_\_\_\_

Proposed by: Neena Sharma *RS*

Verified by: *RS*

**HOD**  
/ Department of Mass Media and  
Communication Skills  
Bunts Sangha's  
S.M. Shetty College of Science,  
Commerce & Management Studies  
Powai, Mumbai - 76

NOTICE

8/06/2017

BMM STUDIO is organising a "Digital Marketing Certification Course" from Google on 10<sup>th</sup> June at 12pm in the 6<sup>th</sup> Floor IT Lab.

All BMM students are welcome to attend.

Prasanna

BMM Co-ordinator.

Department of Mass Media & Communication Skills  
Media Club – The Studio

Report

Date : 10th June, 2017

Time: 11am

Venue : 6<sup>th</sup> Floor IT Lab

Event : Digital Marketing Certification Program

50 student undertook the online certification program by Google Inc. on Digital Marketing.

The program will add to the students qualification and their prospects in the job market. Digital Marketing has also been added to the Semester VI syllabus of BMM and therefore a much needed program.

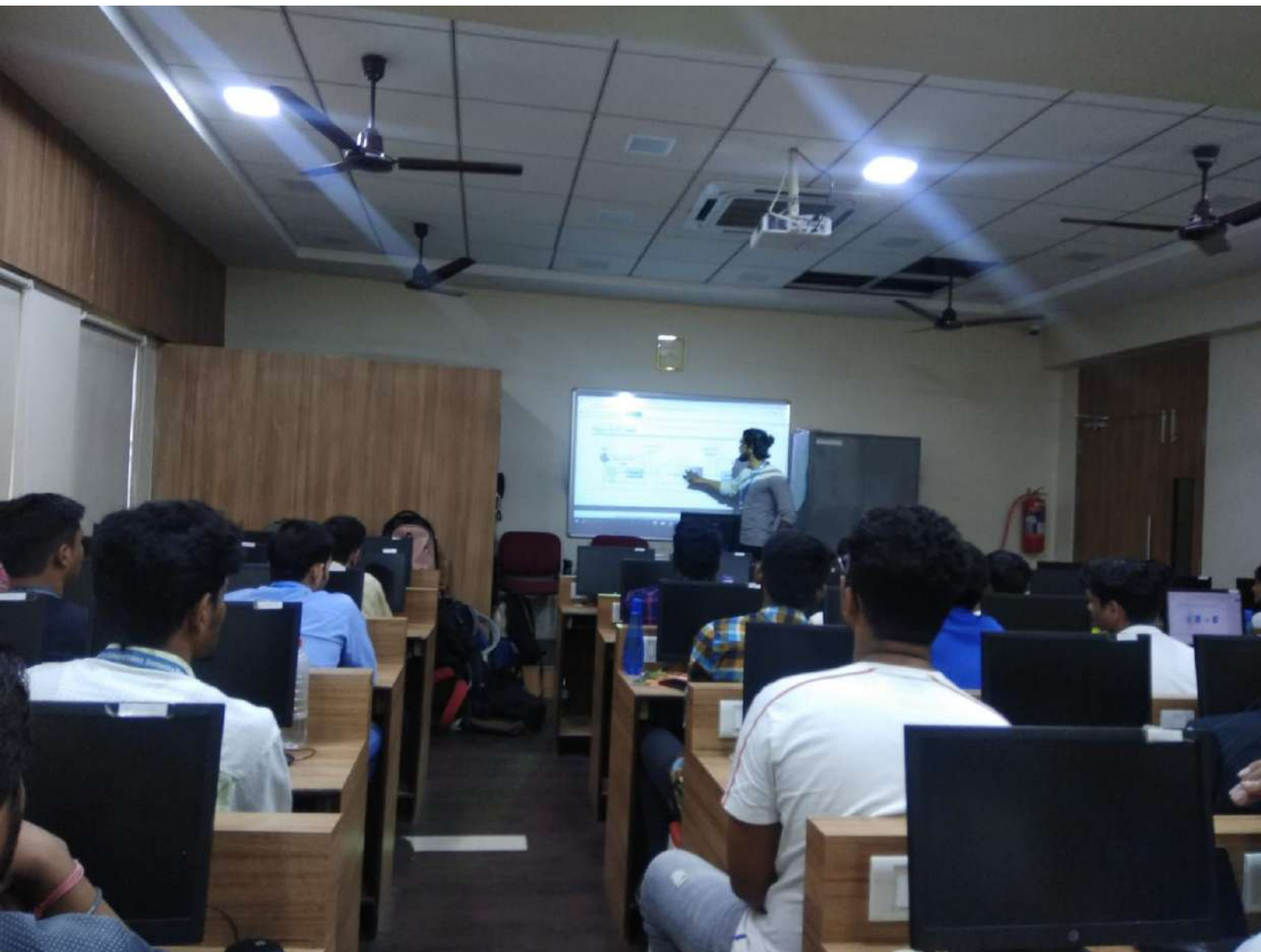


Kalpana Rai Menon

Trainer – ATS Learning Solutions

75% student said that the workshop on digital certification was use full.





Workshop in 6th Floor IT Lab



SR.NO	NAME	STREAM	EMAIL-ID	FEEDBACK.
1	Sonia Justin	TYBMM	pinkblossom.sonia@gmail.com	
2	Diuyo Shetty	TYBMM	Shettydiyu0707@gmail.com	
3	Brijesh Mishra	SYBMM	Bm48719@gmail.com	
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26	SONAM VARMA.	TYBMM	Sonamvarma12345@gmail.com	



SR. N	NAME	STREAM	EMAIL - I P .	FEEDBACK
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12.	Sona Kataria	TYBMM AD	SonaKataria26@gmail.com	
13.	Raj Mhatre	TYAD	rajm.online34@gmail.com	

# Feedback Form

Digital Marketing Certification from Google.Inc - held on 10<sup>th</sup> June 2017.

Questions	Excellent	Good	Average	Poor
How was the content of the information you received through the course?		✓		
How was the presentation skills of the speaker?	✓			
Rate the doubt solving session by the speaker.		✓		

Questions	Yes	No
Was the time adequate for the course?	✓	
Did you benefit from the course?	✓	

Suggestion:

Name: Gaurav Sharma

Class: SYBMM



# Feedback Form

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Rate the doubt solving session by the speaker.			✓	

Questions	Yes	No
Was the time adequate for the course?	✓	
Did you benefit from the course?	✓	

Suggestion:

Name: Bhakti Bhanushali

Class: SYBMM

**BUNTS SANGHA'S**  
**SM SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES, POWAI**  
**Department of Mass Media & Communication Skills**  
**Digital Marketing Workshop 2017-18**

**ASSESSMENT QUESTIONS**

1	DIGITAL MARKETING EVALUATION - BMM CERTIFICATE COURSE	Answer1	Answer2	Answer3	Answer4
2					
3	_____ infringement may subject a business to large damages, and thus it is a	Trademark	Ethics	Copyright	media
4	What is the full form of KPI?	Key Performance	Key Profitability	Key Print Indi	Key Performance Ink
5	In which year did IPRO launch its first commercial log analyzer?	1994	1995	1997	1993
6	What is the full form of DNS?	Domain Name Sys	Domain Name	Domain Nam	Domain Name Stand
7	What is the full form of TCP?	Transmission Cont	Transmission	Transmission	Transmission Control
8	Could this be one of the reasons why a post has less likes and comments but more	That post will be u	That post may	That post will	There will be no like c
9	_____ is integrated marketing that is designed to provide information about a	social media camp	trending	viral	posting
10	_____ is a term used when searching for a topic on the Internet.	Keyword	ON PAGE OPTI	Traffic	Web Analytics
11	What's the one platform that doesn't use hashtags?	Facebook	Instagram	Snap chat	Twitter
12	URL stands for _____	reference label	uniform refere	uniform resou	resource locator
13	The things that are done on the actual website to get the number one position of	on page optimizat	off page optim	Data entry	social entry
14	SEO stands for _____	Search Engine Op	Search Engine	Search Entry	Search Enter Operati
15	The Optimisation done on the brand website is known as _____.	On-Page Optimisa	Within Page O	Brand Page O	Individual Page Optin
16	Which of the following is not a Google Algorithm Update?	Wood Pecker	Hummingbird	Pigeon	Panda
17	Using the same keywords too many time on your web pages, which has a negative	Keyword stuffing	Keyword dens	Keyword rese	Keyword Clout
18	What is a Keyword?	Title of the ads ca	A term used to	A word or ph	Header of the conten
19	_____ refers to actions outside your website as click-through measurement	Off Page factors	On Page facto	Social bookm	Business listings
20	An Internet _____ systematically browses the World Wide Web.	page	bot	keywords	search
21	_____ are an incoming link to your website, linking domain page.	Backlink	Domain name	Extension	SEO
21	_____ are an incoming link to your website, linking domain page.	Backlink	Domain name	Extension	SEO
22	_____ are the text descriptions of each image.	Extension	Domain name	alt-tag	Backlink
23	A _____ is the address where Internet users can access your website.	Backlink	Domain name	Extension	SEO
24	An _____ is the end of web address with specific uses	Backlink	Domain name	Extension	SEO
25	HTTP stands for _____.	Hypertext transfer	Hibernate tem	High time tra	High-end transfer pro
26	Off-page optimization refers to all the measures that can be taken outside of the	Google	Search ranking	On page activ	Social media followin
27	_____ refers to techniques that can be used to improve the position of a website	Social media mark	Visibility	SEO	Browsing
28	Most important Off Page activities you can perform outside the boundaries of your	Social Bookmarkin	Business Direc	SERP's submi	Article submission
29	_____ are like yellow pages which link the entry back to a website	External link	Blog directorie	Social media	Search engines
30	_____ is one of the most famous ways of doing off page optimization.	Link Building	URL creation	Blog submissi	Business directories
31	You will get a _____ to your website if you publish your article in the article directories.	Internal link	Backlink	Social links	External link
32	In shared content directories, websites like _____ or infobarrel allows you to publish your content and in return, you can add links favouring your website.	Hubpages	Web pages	Landing page	Shared pages
33	_____ is a way of building links by engaging your website on social media platforms.	Social Media mark	Search engine	Search engine	Business submissions
34	When a web page links to any of your articles or your website's homepage, it passes _____.	External link	In bound link	Link juice	Message link
35	_____ algorithms are the why and the how of search engine rankings.	Google	Facebook	Search Engine	YouTube
36	Relevancy of the _____ is the first thing a search engine algorithm checks.	Social icons	Call to Action	Page	Content
37	_____ that is used for hyperlinks is called anchor text.	Links	Articles	URLs	Text
38	Low quality links are the links that come from _____ sites.	Harvested sites	Business sites	Social sites	Directory sites
1	DIGITAL MARKETING EVALUATION - BMM CERTIFICATE COURSE	Answer1	Answer2	Answer3	Answer4
38	Low quality links are the links that come from _____ sites.	Harvested sites	Business sites	Social sites	Directory sites
39	_____ are published in many news sites with backlinks to your sites.	Icons	Press release	Classifieds	Blogs
40	_____ are a huge database of all the pages a search engine has discovered.	Indexes	Crawls	Scans	Bans
41	Which of these is not a step for optimisation on a brand website?	URL Structuring	Keywords	Blog Backlink	Social Icons
42	Technique used to manipulate the Search Engine System is _____.	Black Hat Techniq	Red Hat Techn	White Hat Te	Blue Hat Techniques
43	The Optimisation done Outside the brand website is known as _____.	Off-Page Optimisa	Outside Page	Outside Platf	Ex-Brand Page Optim
44	Fair Technique used to develop the Search Engine System is _____.	Black Hat Techniq	Red Hat Techn	White Hat Te	Blue Hat Techniques
45	What is Search Engine Marketing?	A process of prom	A process of in	A process of	A process of monetis
46	Using CPC advertising you pay each time _____.	A user clicks on yo	A user views y	A user buy fr	A user submits the de
47	A friendly URL is _____.	The URL with cryp	Short, with red	Short, with re	The URL with encrypt
48	Keyword research helps you _____.	Determine the key	Explore the co	Find out how	Figure out where to U
49	What does SEO represent?	The process of pro	The process of	The process d	The process of struct
50	Some of the practices typical of White Hat SEO include:	Keyword stuffing	Following sear	Hidden text	Adding broken links
51	One of the off-page SEO elements is _____.	Optimization of U	Link building	Keyword anal	Keyword Stuffing
52	Which is not a benefit of Organic SEO?	Results are long la	Organic result	Usually norm	Quality result in short
53	Which of these is not a primary source of getting website visitors?	Social Media	Email Marketi	Video Market	Paid Ads
54	If you were to use keywords in the same colour as the background of your website, thus hiding them, what kind of SEO technique would you be practicing?	Leverage brandin	Brand Guidelin	White hat SE	Black hat SEO
55	Which of the following is not a necessarily a Black Hat tactic?	Link exchanges	Buying links	Hidden text	Keyword Stuffing
56	Which of the following is the least important area in which to include your keywords?	Meta Keywords	Meta Descripti	Title	Body Text

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<b>Digital Marketing Workshop 2017-18</b>			
<b>Evaluation Sheet</b>			
<b>Sr. No</b>	<b>Name</b>	<b>Program</b>	<b>Marks (50)</b>
1	Vaibhav Sharma	BAMMC	49
2	Gaurava Sharma	BAMMC	37
3	SHamit SHetty	BAMMC	50
4	Mayur JAiswal	BBI	39
5	Tanushree Poddar	BAMMC	46
6	Ruchica shetty	BAMMC	50
7	Vinay Pokar	BAMMC	49
8	Ayush Ayer	BAMMC	37
9	Sumit KAmble	BAMMC	47
10	Jigar BArot	BAMMC	42
11	Pritesh Amin	BAMMC	43
12	Suraj Amin	BMS	37
13	Gopikka Pillai	BAMMC	45
14	Sonam V	BMS	43
15	Charmy Khetia	BAMMC	39
16	Divya Shetty	BAMMC	47
17	Kavan Shetty	BAMMC	47
18	Jessica Barot	BAMMC	50
19	Sakshat Shetty	BAMMC	47
20	Satish Yadav	BAMMC	48
21	Kritika Pillai	BAMMC	46
22	Ditipriya Acharya	BAMMC	42
23	Devmitra Pande	BAMMC	42
24	Sneha Murlidharan	BAMMC	45
25	Anjali Shah	BAMMC	46
26	Kriti Kuthatill	BAMMC	41
27	Anjaney Updhayay	BAMMC	45
28	Bhagya Gosar	BAMMC	50

29	Yash Tripaathi	BAMMC	47
30	Mehak Yadav	BAMMC	35
31	Durga Shetty	BAMMC	48
32	Bharti Wasanker	BAMMC	46
33	Harsita Rajsekhar	BAMMC	47
34	Shruti M	BAMMC	37
35	Sanika Guhagarkar	BAMMC	38
36	Bipesh Chibber	BAMMC	49
37	Rutwick Nalawade	BAMMC	42
38	Varun Markande	BAMMC	44
39	Purnesh Shetty	BAMMC	37
40	Sukhwinder KAur	BAMMC	45
41	Naomi M	BAMMC	45
42	Dhruvi S	BAMMC	47
43	Surbhi Jain	BAMMC	49
44	Shubham J	BAMMC	50
45	Archana Shukla	BAMMC	35
46	Dhanashree Patil	BAMMC	39
47	S Patra	BAMMC	46
48	Raj Mahatre	BAMMC	46
49	SOnia Justin	BAMMC	37
50	Brijesh Mishra	BAMMC	40



Kalpana Rai Menon



**BUNTS SANGHA'S**  
**S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE**  
**& MANAGEMENT STUDIES, POWAI**  
Permanently Affiliated to University of Mumbai



NAAC Accredited 'A' Grade  
IMC RBNQ Certificate of Merit 2019  
ISO 21001:2018 Certified

## CERTIFICATE OF COMPLETION

This is to certify that **Divya Shetty** of **BMM** has participated & successfully completed **Certificate Course** on Digital Marketing in June, 2017 conducted by **Department of Mass Media & Communication Skills** at 'Bunts Sangha's S M Shetty College of Science, Commerce & Management Studies, Powai'.

**Course Coordinator**



**Principal**