

END TERM EXAMINATION

FOURTH SEMESTER (BCA) JULY-2023

Paper Code: BCA-222

Subject: Digital Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. no.1 which is compulsory. Select one question from each unit.

Q1 Attempt **any five** of the following:-- (5x5=25)

- ☒ a) How do digital marketing differ from traditional marketing?
- ☒ b) Examine the channels of digital marketing?
- ☒ c) Describe the role of Influencer marketing in social media marketing?
- ☒ d) What do you mean by pay-per-click?
- ☒ e) State the meaning of content marketing with suitable examples.
- ☒ f) Explain the role of keywords in SEO.
- ☒ g) What do you mean by Google Adwords.
- ☒ h) What are key performance indicators in Web analytics?

UNIT- I

Q2 Explain the concept of Digital Marketing. What are the key characteristics and benefits of Digital Marketing. How has digital marketing evolved till date. (12.5)

OR

Explain in detail the POEM framework in Digital Marketing strategy. Explain its benefits and challenges? (12.5)

UNIT- II

Q3. Identify the strengths and capabilities of the different digital and social media platforms which can help in marketing a new venture. (12.5)

OR

Discuss the role and importance of social media marketing in online branding. Explain with the help of an example. (12.5)

UNIT- III

Q4 What is SEO? Explain SEO phases or life cycle of SEO? Explain the difference between on-page and off-page SEO. (12.5)

OR

Explain the following: (12.5)

- ☒ a) Paid marketing
- ☒ b) Blog marketing
- ☒ c) Types of campaigns in digital marketing

UNIT- IV ✓

Q5 What is Web analytics? How it contributes and benefits Digital Marketing? Why is web analytics is important for company performance? (12.5)

OR

Write short note on: (12.5)

- ☒ a) Canva or Hootsuite
- ☒ b) Google analytics or Behavior analytics