

(Please write your Exam Roll No.)

Exam Roll No. 0101101222

END TERM EXAMINATION

FOURTH SEMESTER [BCA] MAY-JUNE, 2025

Paper Code: BCA-222

Time: 3 Hours

Subject: Digital Marketing

Maximum Marks: 60

Note: Attempt all questions as directed. Q.No1 which is compulsory.
Attempt any one question from each unit.

Q1 Attempt any 5 of the following questions. (5x4=20)

- (a) Explain various channels in Digital Marketing.
- (b) What are four C's of Digital Marketing?
- (c) What are the most effective ways to increase traffic to your website?
- (d) Difference between SEM and SEO?
- (e) What is the use of anchor tags in SEO?
- (f) Why is digital marketing preferred over traditional marketing?
- (g) What are the different types of digital marketing?
- (h) What is content marketing?

Unit I

- Q2 (a) Explain POEM framework in detail? (5)
(b) Differentiate between On-page SEO and Off-page SEO? (5)

Or

- Q3 What is Social Media Marketing? Explain its various platforms. (10)

Unit II

- Q4 What are Digital Marketing Campaigns? Explain its types. (10)

Or

- Q5 Explain Blogs and its types. (10)

Unit III

- Q6 Explain various tools for Social Media Marketing and Marketing Communication? (10)

Or

- Q7 Define SEO and its types? What are the roles of keywords in SEO? (10)

Unit IV

- Q8 What is e-mail marketing? Explain the types of e-mail marketing. List the advantages and limitations of e-mail marketing? (10)

Or

- Q9 (a) Define business model. Discuss in brief the concept of digital business model. (5)
(b) What is the difference between inbound and outbound marketing? (5)
