

# END TERM EXAMINATION

FOURTH SEMESTER [BCA] JUNE 2024

Paper Code: BCA-222

Subjects: Digital Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Attempt **any five** of the following: --

(5x5=25)

- Differentiate digital marketing and traditional marketing?
- Explain Internet Marketing and give its advantages?
- Describe the role of Influencer marketing in social media marketing?
- Differentiate Inbound and outbound marketing?
- State the meaning of content marketing with suitable examples.
- Explain 4 C's of Digital Marketing.
- What do you mean by campaign criteria?
- Define SMM tools like Hootsuite, Canva etc.?

## UNIT- I

Q2. Explain Digital Marketing channels in Detail. What are business Models?  
Explain its types also.

(12.5)

OR

Q3. Explain in detail the POEM framework in Digital Marketing strategy. Explain its benefits and Challenges?

(12.5)

## UNIT- II

Q4. Explain social media marketing strategies and social media platforms in detail which can help in marketing a new venture.

(12.5)

OR

Q5. Discuss the role and importance of Influencer and Content marketing in online branding. Explain with the help of an example

(12.5)

## UNIT- III

Q6. Explain role of SEO keywords in SEO? Explain the Organic Vs Non Organic SEO in details.

(12.5)

OR

Q7. Explain **any Two** the following:

(12.5)

- Google Adwords
- Blog marketing
- Paid marketing

## UNIT- IV

Q8. Explain the process of Web analytics? How google analytics works? Why is web Analytics is important for company performance?

(12.5)

OR

Q9. Write short note on with their uses:

(12.5)

- Explain Hot Jar
- Behavior analytics

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