

# 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)
- a) Differentiate digital marketing and traditional marketing?
  - b) Explain Internet Marketing and give its advantages?
  - c) Describe the role of Influencer marketing in social media marketing?
  - d) Differentiate Inbound and outbound marketing?
  - e) State the meaning of content marketing with suitable examples.
  - f) Explain 4 C's of Digital Marketing.
  - g) What do you mean by campaign criteria?
  - h) 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)
- a) Google Adwords
  - b) Blog marketing
  - c) 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)
- a) Explain Hot Jar
  - b) Behavior analytics

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