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Total No. of Pages : 02

Total No. of Questions : 07

BCA (Sem.-6)
DIGITAL MARKETING
Subject Code : UGCA-1947
M.Code : 91691
Date of Examination : 06-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B contains SIX questions** carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Write briefly :

- a. What is social media optimization?
- b. What are the core values of digital culture?
- c. What is navigation menu optimization?
- d. Differentiate between CPC and CTR.
- e. What is PPC? How does it work?
- f. What is Hashtags? Where can you use it?
- g. What is social book marking?
- h. List typical elements of a search ad on google.
- i. What are bumper ads?
- j. What is the importance of web analytics?

SECTION-B

2. Does Digital Marketing deserve its appreciation as an effective communication medium? Discuss while highlighting the growth of DM as a vital tool of marketing.
3. a. Discuss the strategies of Email Marketing.
b. *'Email Marketing strategies are not effectively utilized by companies'*. Discuss
4. What is the process of SEO? Differentiate between organic SEO and Non-organic SEO.
5. **Write short notes on following :**
 - a. SMO
 - b. SWOT analysis of website.
6. Content is king in DSMM. But your content should have the right kind of keywords. Why keywords so important? Which are the different types of classifying keywords?
7. What is the role of web analytics in formulation of digital marketing strategy? Discuss different types of web analytics.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.