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Total No. of Pages : 02

Total No. of Questions : 07

BCA (Sem.-06)

DIGITAL MARKETING

Subject Code : UGCA-1947

M.Code : 91691

Date of Examination : 19-05-2025

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. Explain the keywords analytics tool.
- b. What is Video marketing?
- c. Define Content marketing.
- d. Describe Facebook Marketing.
- e. Role of Search Engine result page.
- f. Off-site marketing.
- g. What is the need of Web analytics?
- h. Need of Keywords for SEO.
- i. What is Sponsorships marketing?
- j. Explain Social media optimization.

SECTION - B

2. Elaborate in details the influencer marketing, affiliate marketing, viral marketing and referral marketing.
3. Describe the concept of social media marketing. What are the different types of SMM and their features?
4. What is mobile marketing and its role for marketers? What is online advertising and its advantages?
5. Describe the importance of internet and search engine. What is the role of keywords for SEO?
6. Discuss how on-page SEO is different from Off-page SEO? Explain the strategies of Off page SEO.
7. Explain the role of website for online marketing. What is the process of website development for marketing purpose?

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.