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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)
EXAMINATION : JUNE - 2022
SEMESTER - VI
Sub: Digital Marketing (BCA- 644-18)

Date : 29/06/2022

Total Marks : 60

Time: 02.00 pm to 4.30 pm

Instructions:

1. All questions are compulsory unless and otherwise stated.
 2. Bold figures to the right of every question are the maximum marks for that question.
 3. Candidates are advised to attempt questions in order.
 4. Answers written illegibly are likely to be marked zero.
 5. Use of scientific calculators, Log tables, Mollier Charts is allowed.
 6. Draw neat and labelled diagrams wherever necessary.
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Q.1. Fill in the blanks.

(5)

1. _____ & Digital Marketing are two Types Of Marketing.
 - a) Concept Marketing
 - b) Traditional Marketing
 - c) B2B Marketing
 - d) Email Marketing
2. .com is a _____ Domain
 - a) Top Level Domain
 - b) Second level Domain
 - c) Third Level Domain
 - d) None of above
3. SMO Stand For _____
 - a) Social Media Opportunity
 - b) Social Metrics Opportunity
 - c) Social Media Optimization
 - d) None Of above
4. _____ is the Heart of On Page SEO
 - a) h1
 - b) Content
 - c) Title Tag
 - d) url
5. Digital Newsletter is a type of _____
 - a) Social Media Marketing
 - b) SEO
 - c) Email Marketing
 - d) Content Marketing

Q.2. State True/False.

(5)

1. Crawler and Spider is the same Thing.
2. Content is not a form of Marketing in SEO
3. Dedicated Hosting having less Security.
4. www Stands for world wide Web
5. On page Seo Happens outside the Website

Q.3. Answer the following. (Solve any 5)

(10)

1. What is Page URL?
2. Explain Bounce Rate
3. What is Avg Session Duration?
4. What is impression
5. What is Analytics and its use for?
6. How do you Improve Content Writing?

Q. 4. Answer the following in detail. (Solve any 6) (30)

1. Explain Onpage Seo Checklist?
2. Explain Web Hosting and what are the types in it?
3. Explain Different Types Of Websites?
4. What is importance of domain Name?
5. What Is Google Ads?
6. Explain Types of Email Marketing
7. Explain Off Page SEO?

Q. 5. Answer the following in detail. (Solve any 1) (10)

1. What is Social media marketing & Why it's essential?
 2. Explain Types Of Digital Advertisements In Details?
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