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

Date : 19/12/2022

Total Marks : 60

Time: 2.00 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.

Q.1. Fill in the blanks. (5)

1. SMM Means _____

a) Social Media Metrics	b) Social Media Marketing
c) Social Movement Marketing	d) Social Media Mentions
2. Four Basic Pillars of Marketing are Product, Price, _____ & Promotion

a) Place	b) Audience
c)Packaging	d)Offers
3. _____ is a social Network designed for career and business professionals to connect.

a) Facebook	b) Twitter
c) Quora	d) LinkedIn
1. Website is collection Of _____

a) Web Pages	b)Blogs
c) Products	d)None of Above
2. There are Two Types Of SEO 1. On Page SEO & 2. _____

a) Above the Page SEO	b) Below The Page SEO
c) Off page SEO	d)Indexing Page SEO

Q.2. State True/False. (5)

1. Google Analytics is a Platform where we can Show Our Ads
2. Google Bot helps Webpages for indexing
3. Content is not important factor for Webpage
4. SERP Stands for Search Engine Result Page
5. Internet Marketing is also known as Digital Marketing

Q.3. Answer the following. (Solve any 5) (10)

1. What is Pros and Cons of cloud hosting?
2. What is CTR?
3. What is Account Handle In Social Media?
4. What is Content Marketing?
5. What Is Mobile Advertising?
6. What is Email Marketing ?

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

1. Explain Web Hosting
2. Difference Between On page SEO and Off Page SEO?
3. Explain Types of ads in Google Ads?
4. What Is SMO? Explain in Brief?
5. Explain Google Analytics in Brief?
6. What is Digital Marketing and Why Digital Marketing is Important?
7. What are the different types of websites?

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

1. What is SEO and what factor should we consider while planning SEO for any Website?
 2. Explain Email Marketing In Detail?
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