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SPECIALIZATION IN CYBER SECURITY (CS)
EXAMINATION: DECEMBER -2023
SEMESTER - VI
Sub: Digital Marketing (BCA – 644-20/BCA-CS-644-20)

Date : 28/12/2023

Total Marks : 30

Time: 2.00 pm to 3.30 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.
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Q.1. Fill in the blanks (5)

1. SMM stands for -----.
2. Facebook page is one of platform of-----.
3. SERP stands for -----.
4. Four basic pillars of marketing are product, price, place and-----.
5. SERPs typically contain two types of content – “organic” results and -----.

Q.2. True or False (5)

1. Outbound Marketing is also known as “Push Marketing”.
2. Digital Marketing refers to the marketing of products and services of a company or business through digital channels.
3. Ranking is the process of adding web pages into Google search.
4. Paid results are those that have been paid to be displayed by an advertiser.
5. Crawlers are systematically browses the World Wide Web, typically for the purpose of web indexing.

Q.3. Answer the following (Any 5) (10)

1. What is Image optimization?
2. Explain the benefits of online marketing.
3. What is Web Hosting?
4. What is Indexing?
5. Enlist the types of Website.
6. What is responsive website?

Q.4. Answer the following (Any 2) (10)

1. What is social media marketing?
 2. Explain Onpage and Offpage SEO.
 3. What is ‘Google Analytics’?
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