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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)
EXAMINATION : MAY- 2024
SEMESTER - VI
Sub: Digital Marketing (BCA- 644-18)

Date : 24/05/2024

Total Marks : 60

Time: 10.00 am to 12.30 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. A space allocated by provider to store a website is called as _____
 - a) Server
 - b) Hosting
 - c) Client
 - d) Browsing
2. In meta, we use _____ keywords.
 - a) Tags
 - b) Title
 - c) Description
 - d) All of the above
3. SEO stands for _____
 - a) Search Engine Optimization
 - b) Search Electronic Optimization
 - c) Search Engine Optimum
 - d) None of above
4. _____ is the name of Facebook's Analytics tool.
 - a) facebook analytics
 - b) edge rank
 - c) page rank
 - d) insights
5. Whenever user opens any website then main page is called as _____
 - a) Home Page
 - b) Backend Page
 - c) Dead End
 - d) None of these

Q.2. State True/False.

(5)

1. Inbound Marketing is also known as "Magnetic Marketing".
2. Domain name is name of software.
3. Google Analytics lets you measure your advertising ROI.
4. Influencers are people on social media platforms who influence their followers with their opinions.
5. Search engine results pages are web pages served to users when they search for something online using a search engine.

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

(10)

1. What is backlinks?
2. What is digital marketing?
3. What is static website?
4. What is website optimization?
5. What are the four P's of marketing?
6. What is page ranking?

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

1. Explain the term Email Marketing.
2. Explain Google Ad words.
3. What is content marketing?
4. What is Keyword Research?
5. What is crawling indexing ranking?
6. What is social media marketing?
7. Explain Organic & Paid SMM.

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

1. Define SEO and distinguish between On Page SEO and Off Page SEO.
 2. Define website traffic. Explain How to track the website traffic?
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