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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)/
SPECIALIZATION IN CYBER SECURITY (CS)

EXAMINATION: MAY - 2024

SEMESTER - VI

Sub: Digital Marketing (BCA – 644-20/BCA-CS-644-20)

Date : 24/05/2024

Total Marks : 30

Time: 10.00am to 11.30am

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. _____ tag is used to define keywords in HTML.
2. SEO stands for _____
3. A space allocated by provider to store a website is called as _____
4. Whenever user opens any website then main page is called as _____
5. The hyperlink refers to a _____ link.

Q.2. True or False (5)

1. Internet marketing is also known as digital marketing.
2. WordPress hosting is type of cloud hosting.
3. Domain name is name of software.
4. Blog is centered on one person, while wiki is many to many.
5. Inbound Marketing is also known as “Magnetic Marketing”.

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

1. What are 4P's of marketing strategy?
2. What is Google SERP?
3. What is backlinks?
4. What is Hosting?
5. What is content marketing?
6. What is Google Indexing?

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

1. What is website optimization?
 2. What is Google Analytics?
 3. Explain the term Email Marketing.
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