Roll No. Total No. of Pages: 02

Total No. of Questions: 07

BCA (Sem.-6)
DIGITAL MARKETING
Subject Code: UGCA-1947
M.Code: 91691

Date of Examination: 06-07-22

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Write briefly:

- a. What is influencer marketing?
- b. What are the core values of digital culture?
- c. Outline process of SEO in digital marketing
- d. What is page ranking?
- e. What is PRC? How does it work?
- f. What is on page optimization?
- g. What is social book marking?
- h. List the typical elements of a search ad on google.
- i. What are bumper ads?
- j. What is SMS marketing?

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SECTION-B

- 2. Identify the strengths and capabilities of the different digital and social media platforms which can help in marketing a new venture.
- 3. Explain the benefits and importance of Affiliate Marketing. How is it different from viral and referral marketing? Give examples
- 4. What is SEO? Explain the difference between on-page and off-page SEO. Explain major on-page SEO tools and techniques.
- 5. Write short notes on following:
 - a. SMO.
 - b. SWOT analysis of website.
- 6. Content is king in DSMM. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?
- 7. Write short notes on :
 - a. Use of blogging as content strategy.
 - b. Strategic building blocks of content marketing.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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