

**ASSIGNMENT 1**  
**DIGITAL MARKETING**  
**BCA 2<sup>ND</sup> YEAR FOR SECTION A, B**  
**DATE OF SUBMISSION: 15 – FEBRUARY -2024 (THURSDAY)**  
**(ONLY IN PARTICULAR LECTURE OF DIGITAL MARKETING)**

SUBMITTED TO -MRS JYOTI AGARWAL

ALL QUESTIONS ARE MANDATORY,

1. How can we categorize Digital marketing?
2. Explain Digital marketing, with its pros and cons.
3. What are the challenges and Opportunities of Digital Marketing?
4. Explain the 5 Ps of Digital Marketing.
5. What are the most effective ways to increase traffic to the website?
6. Define -
  - ✓ CPC
  - ✓ EPC
  - ✓ Google AdWords.
  - ✓ Blog
  - ✓ Banner
  - ✓ AMP
  - ✓ SEO and its Type
7. What is the difference between direct marketing and branding?
8. What are the limitations of Online Marketing?
9. How can we use social media for marketing?
10. Why is online marketing preferred more than offline marketing?
11. Differentiate between content and context in marketing.
12. What are the three Cs of Digital Marketing?
13. What are the advantages of Digital marketing over Traditional Marketing?
14. What are the required pillars for Digital Marketing?
15. What is the major difference between Traffic and Leads in Digital Marketing?