**POORNIMA UNIVERSITY, JAIPUR**

**END SEMESTER EXAMINATION, November 2022**

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|  | **2BC3144** | Roll No. | Total Printed Pages: 2 |
| **2BC3144** |  |
| **BCA II Year III Semester** (Main/Back) End Semester Examination, November 2022  **(General)** | |
| **BCAECA3111 : Digital Marketing** | | | |

# Time: **3** Hours. Total Marks: **60**

Min. Passing Marks: **21**

Attempt **five** questions selecting one question from each Unit. There is internal choice from Unit I to Unit V. Marks of each question or its parts are indicated against each question / parts. Draw neat sketches wherever necessary to illustrate the answer. Assume missing data suitably (if any) and clearly indicate the same in the answer.

Use of following supporting material is permitted during examination for this subject.

# **1.--------------------------Nil--------------------** **2.------------------Nil-----------------------**

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|  |  | **UNIT-I (CO1)** | **Marks** | **Bloom Level** |
| **Q.1** | **(a)** | What is digital marketing, exactly? The names of numerous digital marketing tools should be noted down. | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | What is Internet Marketing? What are the different ways to Market your Business Online? | **(6)** | **Analyze** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.2** | **(a)** | What is Inbound and outbound marketing? Explain with example. | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | Discuss different Traffic in Digital marketing concept. | **(6)** | **Create** |
|  |  |  |  |  |
|  |  | **UNIT-II (CO2)** |  |  |
|  |  |  |  |  |
| **Q.3** | **(a)** | What is Target group analysis? Describe WWW, Domains. | **(6)** | **Conceptual** |
|  |  |  |  |  |
|  | **(b)** | What about niche market social networking? Describe inbound vs Outbound Marketing. | **(6)** | **Remember** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.4** | **(a)** | Distinguish between Traditional and Digital marketing. | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | How to develop a Digital Marketing plan in 5 steps? | **(6)** | **Remember** |
|  |  |  |  |  |
|  |  | **UNIT-III (CO3)** |  |  |
|  |  |  |  |  |
| **Q.5** | **(a)** | Write merits and demerits of online marketing in detail. | **(6)** | **Create** |
|  |  |  |  |  |
|  | **(b)** | Briefly explain the significance of Online marketing? | **(6)** | **Remember** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.6** | **(a)** | The promise and challenges of online marketing-define properly. | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | How about the ideas of the market and the marketspace? What significance does the marketspace have for individuals wanting to promote their products online? | **(6)** | **Remember** |
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|  |  | **UNIT-IV (CO4)** |  |  |
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| **Q.7** | **(a)** | How to create a page in Facebook? Write down the name of tools where marketer can do Facebook campaign? | **(6)** | **Create** |
|  |  |  |  |  |
|  | **(b)** | What is blogging? Record the names of all blogs together with the appropriate justification. | **(6)** | **Conceptual** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.8** | **(a)** | Could you provide a conceptual explanation of how to use LinkedIn to promote the products your business sells? | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | Write down the steps that how to create a channel in YouTube and upload a video in your own channel? | **(6)** | **Remember** |
|  |  |  |  |  |
|  |  | **UNITV (CO5)** |  |  |
|  |  |  |  |  |
| **Q.9** | **(a)** | Dave Chaffey from Marketing Insights offers an experienced view into the success factors of email marketing, using the mnemonic "CRITICAL": How Explain the term CRITCAL in e-mail marketing? | **(6)** | **Create** |
|  |  |  |  |  |
|  | **(b)** | What is e-mail marketing? Explain the concept of Virtual marketing with example. | **(6)** | **Create** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.10** | **(a)** | Briefly define email marketing strategy with example. | **(6)** | **Remember** |
|  |  |  |  |  |
|  | **(b)** | How do you develop a social media marketing plan? Write down the name of top 10 benefits of e-mail marketing. | **(6)** | **Create** |