

Reg. No. [REDACTED]



BCACAVN 501

Fifth Semester B.C.A. Degree Examination, December 2023/January 2024 (NEP-2020) (2023 – 24 Batch Onwards) DIGITAL MARKETING (Voc – 1)

Time : 2 Hours

Max. Marks : 60

Note : Answer **any six** questions from Part – A and **any one full** question from **each** Unit in Part – B.

PART – A

(6x2=12)

1. a) What is digital marketing ?
- b) Expand PPC and ROI.
- c) Define CRM analytics.
- d) List any four features of Facebook and Instagram.
- e) What is email segmentation ?
- f) Name four important Email marketing metrics.
- g) What is KPI ? Give example.
- h) Name any 4 tools for data visualization.

PART – B

Unit – I

2. a) Write a note on history and evolution of digital marketing.
- b) Explain the difference between traditional and digital marketing. (6+6)
3. a) Explain characteristic of digital marketing.
- b) Explain digital marketing strategy. (6+6)

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Unit – II

4. a) List and explain basic features that are commonly available in most of social media apps.
- b) Write the benefits of social media marketing. (6+6)
5. a) Write an elaborative note on social media advertising.
- b) Explain social media analytics work flow with diagram. (6+6)

Unit – III

6. a) Explain how to build email list.
- b) Explain the benefits of Email automation. (6+6)
7. a) Explain the ways to deliver a Successful Email Marketing Campaign.
- b) Explain the types of data that can be analyzed in email marketing. (6+6)

Unit – IV

8. a) Explain any 4 mobile advertising strategies.
- b) Explain how does Mobile App Marketing Work. (6+6)
9. a) Write a note on Power BI and Tableau.
- b) Explain any six key concepts involved in analytics and reporting. (6+6)