Reg. No. ☐☐☐☐☐☐☐☐☐☐☐☐

BCACAVN 501

Fifth Semester B.C.A. Degree Examination, December 2024/January 2025
(NEP – 2020) (2023 – 2024 Batch Onwards)
DIGITAL MARKETING

Time : 2 Hours

Max. Marks : 60

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

PART – A

(6×2=12)

1. a) Define Digital Marketing.

   b) Expand PPC and ROI.

   c) List any four features of Facebook and Instagram.

   d) Mention any four benefits of social media optimization.

   e) What is E-mail automation ?

   f) What is content strategy ?

   g) Mention any 2 advantages of mobile marketing.

   h) What is the use of Google analytics ?

PART – B

Unit – I

2. a) Write the differences between traditional and digital marketing.

   b) Explain the characteristics of digital marketing

   c) Write a note on search engine optimization. (4+4+4)

3. a) Explain key features of a digital marketing platform.

   b) Explain Budgeting and resource allocation. (6+6)

P.T.O.

Unit – II

4. a) Write an elaborative note on social media advertising.

 b) List the different types of analytics and explain any two.

 c) Write a note on social media analytics workflow. **(4+4+4)**

5. a) Write the benefits of social media marketing.

 b) Write common tips to create the best Social Media Profile. **(6+6)**

Unit – III

6. a) Explain the benefits of segmenting your E-mail list.

 b) Explain any two E-mail marketing metrics.

 c) Explain the features of a good E-mail campaign. **(4+4+4)**

7. a) Explain how to build an E-mail list.

 b) Explain the ideas for developing an effective content distribution strategy. **(6+6)**

Unit – IV

8. a) Explain any six mobile advertising strategies.

 b) What is meant by location-based marketing ? Explain any 2 types. **(6+6)**

9. a) How does Mobile App Marketing Work ?

 b) Explain any six KPI's for tracking and measuring mobile apps. **(6+6)**

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