

# END TERM EXAMINATION

FOURTH SEMESTER [BCA] MAY-JUNE 2026

Paper Code: BCA-222 T

Subject: Digital Marketing

(Batch-2024)

Time: 3 Hours

Maximum Marks: 60

**Note: Attempt five question in all including Q.no. 1 which is compulsory. Select one question from each unit.**

- Q1 Write a short note on **any five** of the following: (5x4=20)
- (a) Digital marketing vs Traditional marketing.
  - (b) 4C's of Digital Marketing.
  - (c) Content marketing with suitable examples.
  - (d) Role of Keywords in SEO.
  - (e) Google Adwords.
  - (f) Hootsuite.
  - (g) Audience analytics.

## UNIT-I

- Q2 (a) Explain Internet Marketing and mention its advantages. (5)  
(b) Explain Digital Marketing channels in detail. (5)
- Q3 (a) Explain briefly the POEM framework in Digital Marketing strategy. (5)  
(b) Differentiate between Inbound and Outbound marketing. (5)

## UNIT-II

- Q4 (a) Describe the role of Influencer marketing in social media marketing. (5)  
(b) Discuss Digital Marketing campaigns. (5)
- Q5 (a) What are the Social Media marketing strategies? (5)  
(b) Explain Social media platforms with the help of examples. (5)

## UNIT-III

- Q6 (a) Explain the Difference between On-Page and Off-Page Optimization. (5)  
(b) Differentiate between Organic and Non-organic SEO. (5)
- Q7 Explain **Any Two** of the following: (2x5=10)
- (a) Types of campaigns.
  - (b) Types of Blog.
  - (c) Paid marketing.

## UNIT-IV

- Q8 (a) What is Web analytics? Why is web Analytics important for company performance? (5)  
(b) Explain the process of Web analytics? How do google analytics work? (5)
- Q9 Write a short note on the following and mention their uses:
- (a) Canva or Hot jar. (5)
  - (b) Behavior analytics or Acquisition analytics. (5)