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Name..... Reg. No.....

FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION

NOVEMBER 2024

Computer Application

BCA1FM105—DIGITAL MARKETING

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A

Answer **all** questions. Each question carries 2 marks. Ceiling 16 marks.

- 1. What are digital marketing channels?
- 2. What are the benefits of conversion tracking?
- 3. Define Onpage SEO.
- 4. What is PPC?
- 5. What is Page Ranking?
- 6. What is podcasting?
- 7. Give *four* examples of social media advertising platforms.
- 8. What are HTML tags ?
- 9. What are Webmails ?
- 10. What is web analytics ?

Section B

Answer **all** questions. Each question carries 6 marks. (Ceiling : 24 marks).

11. Differentiate traditional marketing and digital marketing.

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- 12. Explain the concept of email marketing.
- 13. How to do PPC advertising with Google Ads?
- 14. Discuss about social media advertising platforms.
- 15. Explain the key metrics for web analytics.

Section C

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Answer any **one** question. The question carries 10 marks. $(1 \times 10 = 10 \text{ marks})$.

- 16. Explain the recent trends in digital marketing.
- $17. \ \ \, Explain \ \, search \ engine \ \, marketing \ \, (SEM) \ \, fundamentals.$