A1026

Name.....

Register No.....

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

MULTI-DISCIPLINARY COURSE

BCA1FM105 - DIGITAL MARKETING

Time:One Hour and a Half | Maximum:50 marks

Section A

Answer the following

2 marks each, 10x2=20 with a ceiling of 16 marks

1. Define Search Engine Optimization (SEO). CO3
2. Explain the term ‘content calendar’. CO3
3. Evaluate the role of visuals in content creation for platforms like Facebook. CO2
4. Suggest one digital marketing goal for a small business and explain how it fits into their strategy. CO1
5. Give two examples of tools used in content strategy development. CO2
6. List any two key performance metrics used in web analytics. CO4
7. What is pay per click advertising? CO1
8. List two methods to optimize website conversion rates. CO4
9. Explain one reason why community management is crucial for brand loyalty. CO2
10. How does social media marketing differ from email marketing in terms of audience engagement? CO1

Section B

Answer the following

6 marks each, 5x6=30 with a ceiling of 24 marks

11. Analyze the importance of community management in building an engaged social media audience. CO2
12. Perform an analysis on two techniques that can be used to optimize a landing page for better conversion rates. CO4
13. Illustrate the process of setting up a paid advertising campaign on Facebook or Instagram. CO3
14. Compare and contrast any three on-page and three off-page SEO techniques with examples. CO3
15. Predict the impact of voice search and augmented reality (AR) on the future of digital marketing campaigns. CO4

Turn Over

Section C

Answer any one of the following

10 marks each

16. Describe the types of digital marketing channels. CO1

17. Discuss the process of conversion tracking and optimization in digital marketing. Illustrate your answer with suitable examples of tools and techniques. CO4

****