D 113386 (Pages : 2) 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.

Turn over

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

Answer any **one** *question. The question carries* 10 *marks.* (1 × 10 = 10 *marks*).

16. Explain the recent trends in digital marketing.

17. Explain search engine marketing (SEM) fundamentals.