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V Semester B.C.A. 6 (NEP) Degree Examination, March/April - 2024

DIGITAL MARKETING

(Regular)

Time : 2 Hours

Maximum Marks : 60

Instructions to Candidates:

All the sections are compulsory.

SECTION - A

Answer any TEN questions.

(10×2=20)

1. Define digital marketing.
2. List the benefits of digital marketing.
3. What is social media marketing?
4. What is a digital marketing campaign?
5. Expand and define CTA and CTR.
6. What is email automation?
7. What is content marketing?
8. What is email segmentation?
9. Define Geofencing.
10. Write the advantages of mobile marketing.
11. What is web analytics?
12. What is data visualization ? Mention its types.

SECTION - B

Answer any FOUR questions.

(4×5=20)

13. Differentiate between digital and Traditional marketing.
14. Write a note on any five social media platforms and their features.

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15. Explain the steps of building an Email List.
16. Briefly explain any five location based mobile marketing techniques.
17. Describe the features of Google Analytics.

SECTION - C

Answer any TWO questions.

(2×10=20)

18.
 - a) Explain the different digital marketing channels.
 - b) Explain the important content marketing metrics.
 19.
 - a) Write the steps to plan a digital marketing campaign.
 - b) Explain any five email marketing types.
 20. Explain Reporting and data visualization in detail.
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