

V Semester B.C.A. Degree Examination, February/March 2024 (NEP) (Freshers) COMPUTER APPLICATIONS Digital Marketing

Time: 2½ Hours Max. Marks: 60

Instruction : Answer all the Sections.

SECTION - A

I. Answer any 6 questions. Each question carries 2 marks.

 $(6 \times 2 = 12)$

- 1) How facebook are used in digital marketing?
- 2) Why digital marketing is important in today's business landscape ?
- 3) State two demerits of social media marketing.
- 4) Mention the feature of Twitter.
- 5) What is content marketing?
- 6) Mention any two content marketing metrics.
- 7) What is SEO?
- 8) What is performance measurement in digital marketing?
- 9) Define website Traffic.

SECTION - B

II. Answer any 4 questions. Each question carries 6 marks.

 $(4 \times 6 = 24)$

- 10) What is the importance of developing a digital marketing strategy?
- 11) What is the key process involved in planning a digital marketing campaign?
- 12) Explain the objective of social media marketing.
- 13) What tools and platform can be used for content marketing analytics?
- 14) Explain the concept of influencer marketing and its impact on brand promotion.
- 15) What are KPI's and why are they important in digital marketing?

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SECTION - C

III. Answer any 3 questions. Each question carries 8 marks.

 $(3 \times 8 = 24)$

- Explain the digital marketing strategy contribution to the success of the business.
- 17) Which social media platform is commonly used for marketing purpose?
- 18) Explain how to create an effective E-mail campaign.
- 19) What are the advantages and disadvantages of various content distribution platform?

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15) What are 12 since why are they important in rights regularly and

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20) Explain the key components of analytics in digital marketing.