

Seat No.	
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Summer Examination March - 2023

Subject Name: B.C.A. (CBCS)_88238_Digital Marketing_30.05.2023_02.30 PM To 05.30 PM

Subject Code: 88238

Day and Date: Tuesday, 30-05-2023
Time: 02:30 pm to 05:30 pm

Total
Mark
s: 70

Instructions.:

1) All questions are compulsory

Special Instruction.:

1. Que. 1 And 6 are compulsory 2. Attempt any THREE questions from Que no 2 to 5.

Q.1. A. Multiple Choice Questions(10)

[20]

1. Digital marketing is becoming very popular due to the.....

- A. increase in internet users
- B. increase in mobile phone users
- C. increase in digital content consumption
- D. All of the above

2. Location is a unique feature of Mobile Marketing because _____.

- A. It enables brands to hyper-target their customers.
- B. It allows you to customize the marketing messages to suit the needs of users of a particular location.
- C. It allows you to personalize your marketing messages to the mobile user in a particular location.
- D. You can run different campaigns based on the location of the mobile user.

3. Pages that are linked from other search engine is known as _____.

- A. crawled pages
- B. indexed pages
- C. unindexed pages
- D. root pages

4. Content marketing is NOT.....

- A. A strategic marketing approach.
- B. Just another name for social media marketing.
- C. Focused on creating and distributing valuable, relevant, and consistent content.
- D. Able to attract and retain a clearly defined audience.

5. Which of the following is the form of mobile marketing?

- A. text
- B. voice call
- C. graphic
- D. All of the above

6. Which social network is considered the most popular for social media marketing?

- A. Twitter
- B. Facebook
- C. LinkedIn
- D. WhatsApp

7. What is the full form of SEO ?

- A. Search Ethics Optimization
- B. Site Engine Optimization
- C. Search Equity Optimization
- D. Search Engine Optimization

8. Which of the following is not a type of digital marketing activity?

- A. e-marketing.
- B. Social marketing.
- C. Print advert.
- D. Internet marketing.

9. _____ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

- A. Internet marketing
- B. Search marketing
- C. e-marketing
- D. Mobile marketing

10. Amazon.com is well-known for which e-commerce marketing technique?

- A. Banner ads
- B. Pop-up ads
- C. Affiliate programs
- D. Viral marketing

B. Short Answer Questions (Solve Any Two) 10

1) What is Digital Marketing? How digital marketing is used over traditional marketing?

2) Define Display Marketing. Explain Different Kinds of Display marketing.

3) Why you need a digital marketing strategy ?

- Q.2. Explain in detail POEM Framework for Digital Marketing. [10]
- Q.3. What is Search Engine Marketing? Explain different types of Search Engine Marketing, [10]
- Q.4. How social media is helpful for Digital Marketing? Explain. [10]
- Q.5. What is Affiliate Marketing? Explain it types. [10]

Q.6. Write notes on (Any Four)

[20]

- a) Advantages of digital Medium over other media**
- b) Content Marketing**
- c) Google Adwords**
- d) SEO**
- e) Future of Digital Marketing**
- f) Mobile Marketing:**

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