

Seat
No.

SR-337

Total No. of Pages : 4

Shivaji University, Kolhapur

Oct.- Nov. 2023 Examination

Class : BCA III Sem V

Subject:- Digital Marketing

Subject Code : 88238

Day and Date : Monday, 30/10/2023

Total Marks : 70

Time : 02:30 pm to 05:30 pm

- Instructions:** 1) Question No.1 and Q.No. 6 are compulsory
2) Attempt any 3 questions from Q. 2 to Q. 5
3) Figures to the right indicate marks

Q.1 A Choose correct alternative for following questions

10 Marks

- Which component of the POEM framework represents content and assets that a company owns and controls?
 - Paid
 - Owned
 - Earned
 - Media
- Which of the following is NOT a key element of a Digital Marketing Strategy?
 - Identifying target audience
 - Creating a marketing budget
 - Setting clear objectives and goals
 - Implementing SEO techniques
- Which of the following is an example of consumer behavior in the digital age?
 - Buying products only from physical stores
 - Ignoring online reviews and ratings
 - Comparing prices and reading reviews online before making a purchase
 - Using traditional advertising channels exclusively

4. What is Search Marketing?
 - a. Marketing products through television ads
 - b. Marketing products using search engines
 - c. Marketing products through social media influencers
 - d. Marketing products through print media
5. What is the primary purpose of SEO (Search Engine Optimization)?
 - a. To increase the cost of advertising
 - b. To rank higher in search engine results and drive organic traffic
 - c. To directly sell products and services
 - d. To create engaging social media content
6. What does SEM stand for in the context of online marketing?
 - a. Search Engine Management
 - b. Social Engagement Marketing
 - c. Search Engine Marketing
 - d. Social Media Optimization
7. What is Google Ad Words?
 - a. A free search engine
 - b. A social media platform
 - c. Google's advertising platform for PPC campaigns
 - d. A content management system

8. Which type of mobile marketing involves sending promotional messages to a list of subscribers via text messages?
- a. App marketing
 - b. Mobile advertising
 - c. SMS marketing
 - d. Social media marketing
9. Which social media platform is primarily focused on professional networking and B2B marketing?
- a. Facebook
 - b. Instagram
 - c. Snapchat
 - d. LinkedIn
10. In Affiliate Marketing, who are the parties involved?
- a. Customers, marketers, and advertisers
 - b. Customers, publishers, and influencers
 - c. Advertisers, publishers, and consumers
 - d. Advertisers, influencers, and marketers

Q.1B Write the answers of following questions in brief. (Any two) 10Marks

- 1. Explain Digital Marketing Strategy with its need and significance.
- 2. Write Difference between SEO and SEM.
- 3. What are the technological advancements in Digital Marketing?

Q.2 What is social Media Marketing? Explain different social Media channels.

Q.3 What is affiliate marketing? Explain types of affiliate marketing

Q.4 What is digital Marketing? Discuss Scope and advantages of digital Medium over other medium.

Q.5 What is Mobile Marketing? Explain mobile marketing Eco system with its significance.

Q.6 Write notes on (Any four)

20 Marks

1. Future of digital Marketing
2. Display Marketing
3. SEO
4. POEM Framework
5. Content Marketing
6. Email Marketing

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