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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.