

This question paper contains 4 printed pages.

Roll No.

B.C.A. 305

Digit. Mktg.

305

B.C.A. Part-III EXAMINATION, 2025

(Faculty of Science)

(Three-Year Scheme of 10+2+3 Pattern)

Digital Marketing

Time Allowed : Three Hours

Maximum Marks: 100

समय : तीन घंटे

अधिकतम अंक : 100

Answers of all the questions (short answer as well as descriptive) are to be given in main answer-book only. Answer of short answer type questions must be given in sequential order. Similarly all the parts of question should be answered at one place in the answer-book. One complete question should not be answered at different places in the answer-book.

Write your roll number on question paper before start writing answers of the questions.

Question paper consists of three parts.

All three parts are compulsory.

Part-I : (Very short answer) consists of 10 questions of 2 marks each, Maximum limit for each question is up to 40 words.

Part-II : (Short answer) consists of 5 questions of 4 marks each, Maximum limit for each question is up to 80 words.

Part-III : (Long answer) consists of 5 questions of 12 marks each with one question from each unit with internal choice.

PART-I

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[10×2=20]

1. Very short questions attempt all :

- (a) What is digital marketing?
- (b) Define inbound marketing.
- (c) What is CRM?
- (d) What is Google analytics used for?
- (e) What does SERP stands for?
- (f) Define 4Ps in email marketing.
- (g) What is a trigger in email marketing?
- (h) What is Google AdWords?
- (i) What does CPC stand for?
- (j) What is the difference between a facebook Fan Page and a Profile?

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PART-II

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Short questions-

[5×4=20]

- 2. How does marketing differ from sales?
- 3. Explain the importance of content writing in email marketing.
- 4. Describe the difference between on-page and off-page optimization techniques.
- 5. What are the core objectives of a website?
- 6. Explain the concept of Social Media Optimization (SMO).

PART-III

7. Describe the various CRM models and their applications in digital marketing. How can business leverage CRM platforms to enhance customer relationship? [12]

OR

- What is digital marketing? Explain different types of digital marketing? Differentiate between inbound and outbound marketing. [12]

8. Write short note on: [12]

(a) Google Analytics

(b) Website Auditing

OR

Compare and contrast on page and off page SEO Techniques. Explain different on page and off page optimization. [12]

9. Discuss the strategy behind effective email marketing. How can business utilize the 4Ps to create impactful email campaigns. [12]

OR

Why use landing pages in emails? Why are trigger email important. Explain different types of trigger emails. [12]

10. Discuss the basics of google AdWord and its significance digital marketing. How does it differ from traditional advertising methods. [12]

OR

Explain the P.P.C. cost formula in detail. What factors contribute to the overall cost of PPC campaign? [12]

7. Describe the role of different social media platforms (Facebook, LinkedIn, youtube Pinterest) in a comprehensive social media marketing strategy, including how to optimize content for each platform.

[12]

OR

What do you mean by facebook advertising? Explain types of facebook advertising. Write steps to create you tube channel.

[12]
