



B.C.A. V Semester Degree Examination, April/May - 2024

COMPUTER SCIENCE

Digital Marketing

(NEP)

Time : 2 Hours

Maximum Marks : 60

SECTION - A

Answer **all** the questions. Each question carries **1** mark.

10x1=10

1. (a) Define digital Marketing.
- (b) Expand SEM and PPC.
- (c) What is demographics in digital marketing ?
- (d) Write any two social media channels.
- (e) What do you mean by E-mail marketing ?
- (f) Write one advantage of content marketing.
- (g) Give two examples of Mobile marketing.
- (h) Name two tools for E-mail marketing.
- (i) Define analytics in Digital marketing.
- (j) What is KPI ?

SECTION - B

Answer **any four** questions. Each question carries **five** marks.

4x5=20

2. Explain any two types of digital marketing.
3. Give short description on best examples of content strategy for Social Media Marketing.
4. Write any five benefits of Social Media Marketing.
5. Explain E-mail automation.
6. Write Mobile Marketing Strategies.
7. Write a short note on web analytical tools.



P.T.O.

SECTION - C

Answer **any three** questions. Each question carries **ten** marks.

10x3=30

8. Explain importance and benefits of Digital Marketing.
9. What is Social Media Marketing Platform ? Explain any four Social Media Marketing Platforms.
10. Explain benefits of E-mail Marketing.
11. Explain with example Mobile App Marketing.
12. Write and explain tracking and measuring key Performance Indicator.

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