21BCA5V1

B.C.A. V Semester Degree Examination, Sept./Oct. - 2024
COMPUTER SCIENCE
VOC1 : Digital Marketing
(NEP)

Time : 2 Hours   Maximum Marks : 60

SECTION - A

Answer **all** the questions. Each question carries **one** mark.   **10x1=10**

1. (a) Define Affiliate Marketing.

    (b) Expand SEO and ROI.

    (c) Write any two Digital Marketing channels or platforms.

    (d) What is Click Through Rate ?

    (e) Give two examples for Call To Action (CTA) buttons.

    (f) What do you mean by E-mail Automation ?

    (g) What is Conversion Rate ?

    (h) Give two examples for mobile wallet marketing.

    (i) What is Website Traffic ?

    (j) Define A/B Testing.

SECTION - B

Answer **any four** questions. Each question carries **five** marks.   **4x5=20**

2. Explain Budgeting and Resource allocation for Digital Marketing Strategy.

3. Write about Social Media Analytics and Metrics.

4. Explain creating and optimizing social media profiles.

5. Explain E-mail Segmentation.

6. Write about Location - based Mobile Marketing.

7. Explain importance of Analytics in Digital Marketing.

SECTION - C

Answer **any three** questions. Each question carries **ten** marks.   **3x10=30**

8. Write about various Digital Marketing channels and platforms.

9. Explain importance and benefits of social media marketing.

10. What is Content Marketing ? Explain benefits of it.

11. Write about mobile marketing strategies.

12. Write and explain reporting and data visualization.

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