235479 **CAVOC-501**

V Semester B.C.A. Degree Examination, December/January - 2025/26
(NEP Scheme Freshers and Repeaters)
COMPUTER APPLICATIONS
Digital Marketing
Paper - VOC-1

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE-43

Time : 2½ Hours **Maximum Marks : 60**

***Instructions*:**

Answer All the Sections.

SECTION - A

I. Answer any Six questions. Each question carries 2 marks. (6×2=12)

1. What is Digital Marketing?
2. What are some common digital Marketing Channels and Platforms?
3. Define SEO.
4. What is the email Marketing?
5. What is Content Strategies?
6. What is Content Amplification?
7. What is mobile marketing?
8. Mention the importance of analytics in Digital Marketing.
9. What do you mean by KPI?

[P.T.O.

SECTION - B

II. Answer any Four questions. Each question carries 6 marks. (4×6=24)

10. Explain the benefits of Digital Marketing Strategy for Business.

11. Explain the overview of Digital Marketing.

12. Write a short note on social media advertising.

13. Explain the key elements of successful email marketing.

14. Explain location-based marketing.

15. Describe the importance of Analytics in Digital Marketing.

SECTION - C

III. Answer any Three questions. Each question carries 8 marks. (3×8=24)

16. a) What are the advantages of Digital Marketing? **(4)**
    b) Discuss setting goals for Digital Marketing Strategies. **(4)**

17. a) Explain different forms of social media advertising. **(4)**
    b) Explain the benefits of real time campaign monitoring. **(4)**

18. a) Why is the email marketing important for business? **(4)**
    b) Discuss the ways to create effective email campaign. **(4)**

19. a) Write a note on content promotion. **(4)**
    b) Explain mobile advertising strategy. **(4)**

20. a) Write a note on conversion tracking on analytics reporting. **(4)**
    b) Write a note on data visualization used in Digital Marketing. **(4)**