



CAVOC – 501

V Semester B.C.A. Degree Examination, February/March 2024

(NEP) (Freshers)

COMPUTER APPLICATIONS

Digital Marketing

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer *all* the Sections.

SECTION – A

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

- 1) How facebook are used in digital marketing ?
- 2) Why digital marketing is important in today's business landscape ?
- 3) State two demerits of social media marketing.
- 4) Mention the feature of Twitter.
- 5) What is content marketing ?
- 6) Mention any two content marketing metrics.
- 7) What is SEO ?
- 8) What is performance measurement in digital marketing ?
- 9) Define website Traffic.

SECTION – B

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

- 10) What is the importance of developing a digital marketing strategy ?
- 11) What is the key process involved in planning a digital marketing campaign ?
- 12) Explain the objective of social media marketing.
- 13) What tools and platform can be used for content marketing analytics ?
- 14) Explain the concept of influencer marketing and its impact on brand promotion.
- 15) What are KPI's and why are they important in digital marketing ?

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SECTION – C

III. Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

- 16) Explain the digital marketing strategy contribution to the success of the business.
 - 17) Which social media platform is commonly used for marketing purpose ?
 - 18) Explain how to create an effective E-mail campaign.
 - 19) What are the advantages and disadvantages of various content distribution platform ?
 - 20) Explain the key components of analytics in digital marketing.
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