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Total No. of Pages : 02

Total No. of Questions : 07

Bachelor of Computer Applications (Sem.–6)

DIGITAL MARKETING

Subject Code : UGCA1947

M.Code : 91691

Date of Examination : 25-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Write briefly :

- a) Marketing
- b) SEO
- c) Google rankings
- d) P-O-E-M Framework
- e) Blogging
- f) Social media engagement
- g) Role of adverts
- h) Display media
- i) Paid search
- j) LinkedIn marketing.

SECTION-B

2. What is the digital marketing landscape in India? What are the skills required in digital Marketing?
3. Discuss the various types of social media websites. What are the do's & don'ts of social media?
4. What are the various techniques of blogging? What blogging platforms would you recommend to a new blogger?
5. What is the role of adverts in Facebook marketing? How can the scheduling & targeting of adverts be done?
6. What is the history of web analytic tools? What are their pitfalls?
7. Discuss the various content creation tools & apps. What are the challenges of content marketing?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.