

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BCA (Sem.-6)  
**DIGITAL MARKETING**  
Subject Code : UGCA-1947  
M.Code : 91691  
Date of Examination : 06-07-22

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. What is influencer marketing?
- b. What are the core values of digital culture?
- c. Outline process of SEO in digital marketing
- d. What is page ranking?
- e. What is PRC? How does it work?
- f. What is on page optimization?
- g. What is social book marking?
- h. List the typical elements of a search ad on google.
- i. What are bumper ads?
- j. What is SMS marketing?

## SECTION-B

2. Identify the strengths and capabilities of the different digital and social media platforms which can help in marketing a new venture.
3. Explain the benefits and importance of Affiliate Marketing. How is it different from viral and referral marketing? Give examples
4. What is SEO? Explain the difference between on-page and off-page SEO. Explain major on- page SEO tools and techniques.
5. Write short notes on following :
  - a. SMO.
  - b. SWOT analysis of website.
6. Content is king in DSMM. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?
7. Write short notes on :
  - a. Use of blogging as content strategy.
  - b. Strategic building blocks of content marketing.