

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024**MDC****BCA1FM 105 DIGITAL MARKETING****Time : 1 Hrs 30 Mins****Maximum Marks : 50**

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

| Section A | | Ceiling Marks : 16 | | |
|--|--|--------------------|----|--------------------------|
| Answer all questions. Each carries 2 marks. | | | | |
| No. | Question | M | BL | CO |
| 1. | Explain why businesses might choose digital marketing over traditional marketing in today's digital landscape | 2 | 2 | CO1 |
| 2. | List any two benefits of using demographic segmentation in email marketing campaigns | 2 | 1 | CO4 |
| 3. | Explain how the SEO impacts the visibility of a website in search engine results | 2 | 2 | CO2 CO4 |
| 4. | Evaluate the effectiveness of marketing efforts across various social media platforms to determine which ones provide the best return on investment | 2 | 3 | CO4 CO5 CO6 |
| 5. | Elaborate on how backlinks contribute to a website's ranking in search engines and justify why they are considered a crucial element of an effective SEO strategy. | 2 | 4 | CO3 CO4 |
| 6. | How do different types of content (e.g., images, videos, stories) impact audience engagement on social media platforms? | 2 | 2 | CO2 CO4 |
| 7. | Explain the role of community management in building brand loyalty and evaluate its impact on customer retention | 2 | 3 | CO4 CO6 |
| 8. | How would you incorporate offline SEO techniques into a marketing strategy for a local business? | 2 | 2 | CO4 CO5 |
| 9. | What is Search Engine Marketing (SEM), and how does it differ from Search Engine Optimization (SEO) in terms of strategies and goals | 2 | 1 | CO2 CO4 CO5 CO6 |
| 10. | In what ways can brands effectively utilize video content and live streaming to enhance audience engagement and foster community around their products or services? | 2 | 1 | CO2 CO5 |
| Section B | | Ceiling Marks : 24 | | |
| Answer all questions. Each question carries 6 marks. | | | | |
| No. | Question | M | BL | CO |
| 11. | Explain the key differences between traditional and digital marketing, and discuss how businesses can integrate both approaches for an effective marketing strategy. | 6 | 2 | CO1 CO5 |
| 12. | Can you design a community management strategy that emphasizes its importance for a brand's growth? | 6 | 4 | CO2 CO5 CO6 |
| 13. | Explain how SEO and SEM contribute to improving a website's visibility in search engine results. | 6 | 2 | CO3 CO4 CO5 |
| 14. | Evaluate the effectiveness of paid advertising on LinkedIn companies compared to platforms like Twitter or TikTok. | 6 | 3 | CO2 CO5 |
| 15. | <i>What trends are currently shaping the future of marketing?</i> | 6 | 1 | CO5 |

Section C

Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)

| No. | Question | M | BL | CO |
|------------|--|----------|-----------|-------------------|
| 16. | What is content marketing? What are the different types of content used in content marketing? | 10 | 1 | CO2 CO4 CO5 |
| 17. | Analyse the impact of emerging trends in digital marketing on consumer behaviour. Identify and explain the key trends, detailing how they influence the way consumers interact with brands online. Discuss the implications of these trends for marketers, including strategies for adapting to changing consumer preferences and enhancing customer engagement. | 10 | 3 | CO5 CO6 |
