D1BCA2505

Name: .....

Reg. No.: .....

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025**

**(Regular/Improvement/Supplementary)**

**MULTI DISCIPLINARY COURSE**

**BCA1FM105: DIGITAL MARKETING**

**Time: 1 ½ Hrs.** **Maximum Marks: 50**

M – Mark BL - Bloom's Taxonomy Level (1 to 6) CO - Course Outcome

**Section A: Answer all questions. Each carries 2 marks.**
**Ceiling: 16 Marks**

| No. | Question | M | BL | CO |
|---|---|---|---|---|
| 1. | Define the term digital marketing. | 2 | 2 | CO1 CO2 |
| 2. | Elaborate the key components of an effective inbound marketing strategy and how they work together to attract customers. | 2 | 3 | CO2 CO4 CO5 |
| 3. | How can the use of seasonal keywords benefit in a business's marketing strategy during peak seasons? | 2 | 2 | CO3 CO5 |
| 4. | State the common off-page SEO techniques used to enhance a website's visibility? | 2 | 1 | CO3 CO4 CO5 |
| 5. | What role does social media play in offline SEO strategies? | 2 | 2 | CO4 CO5 |
| 6. | Evaluate the on-page SEO strategies of a well-ranking website. What techniques are they using effectively? How it could be improved? | 2 | 3 | CO3 CO4 |
| 7. | Analyze the differences between white-hat and black-hat off-page SEO techniques. What are the potential risks associated with each. | 2 | 3 | CO3 CO4 CO5 |
| 8. | What are the key differences between organic search results and sponsored (paid) search results? | 2 | 2 | CO3 CO4 |
| 9. | Explain how bidding works in SEM and its impact on ad placement. | 2 | 2 | CO2 CO4 CO5 |
| 10. | What are the key advantages of using web analytics for a business website? | 2 | 1 | CO2 CO5 CO6 |

**Section B: Answer all questions. Each carries 6 marks.**
**Ceiling: 24 Marks**

| No. | Question | M | BL | CO |
|---|---|---|---|---|
| 11. | Design a comprehensive digital marketing plan that integrates at least three different types of digital marketing to achieve a specific business goal. | 6 | 2 | CO1 CO2 |
| 12. | What are the key steps involved in publishing and managing content in a content marketing strategy? | 6 | 1 | CO2 CO4 CO5 |
| 13. | Design a content marketing plan that incorporates a diverse range of keyword types for a new app launch. | 6 | 4 | CO3 CO4 CO5 |
| 14. | What are the major social media advertising platforms currently available, and how do you distinguish each one? | 6 | 1 | CO2 CO5 |
| 15. | Design a plan for a small business to implement web analytics. What advantages should they expect to gain, and how will they measure success? | 6 | 3 | CO2 CO5 |

**Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)**

| No. | Question | M | BL | CO |
|---|---|---|---|---|
| 16. | Compare and contrast SEO and social media marketing in terms of their strategies, benefits, and impact on overall digital marketing efforts. Discuss how businesses can effectively integrate both approaches to enhance their online presence and achieve marketing goals. | 10 | 2 | CO4 CO5 |
| 17. | Analyze the scope of digital marketing in today's business environment. Identify and explain five key areas where digital marketing plays a crucial role. | 10 | 3 | CO2 CO5 CO6 |