

24U172

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BCA1 FM105 - DIGITAL MARKETING

(Computer Application - MDC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Explain the first step in creating a digital marketing strategy and discuss why it is important. [Level:2] [CO1]
2. Discuss how businesses use multiple digital marketing channels (SEO, social media, email) together to achieve better results. [Level:2] [CO1]
3. List some examples of content types used in content marketing. [Level:1] [CO2]
4. List some of the content types best suited for social media platforms like Instagram and Facebook. [Level:1] [CO2]
5. List the key elements of a successful content strategy. [Level:1] [CO2]
6. Make changes to a search ad campaign to maximize its ROI. [Level:3] [CO3]
7. Track metrics to assess the effectiveness of a PPC campaign on Instagram and optimize based on the results. [Level:3] [CO3]
8. Explain how businesses are using personalized marketing to enhance customer engagement. [Level:2] [CO4]
9. Describe web analytics and explain why it is important for businesses. [Level:2] [CO4]
10. Discuss the role dashboards play in simplifying data analysis for businesses. [Level:2] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the concept of digital marketing. How does it differ from traditional marketing? [Level:2] [CO1]

12. Discuss the importance of using analytics to track the performance of social media posts. How can keyword optimization be refined based on the data? [Level:2] [CO2]
13. Describe the essential components of a successful social media strategy and explain how these components work together. [Level:2] [CO2]
14. Given a website that receives low traffic, analyze the potential SEO issues and suggest actionable steps to improve its visibility. [Level:3] [CO3]
15. Describe the process of conversion rate optimization (CRO). How do businesses use CRO to improve their digital marketing performance? [Level:2] [CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. Explain how digital marketing allows small businesses to compete with larger companies. What are some cost-effective digital marketing techniques that small businesses can use? [Level:2] [CO1]
17. Demonstrate how you would optimize your web page using on-page SEO techniques [Level:3] [CO3]

(1 × 10 = 10 Marks)
