

25U163

(Pages: 2)

Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBCA1FM105 - DIGITAL MARKETING

(B.C.A. - MDC)

(2024 Admission onwards)

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 role of audience research in a digital marketing strategy. How does it affect campaign outcomes? [Level:2] [CO1]
2. Explain the role of data analytics in digital marketing. How does it help marketers? [Level:2] [CO1]
3. List the key elements of a successful content strategy. [Level:2] [CO2]
4. Explain why creating valuable and relevant content is important for content marketing. [Level:2] [CO2]
5. Describe a social media strategy and explain why it is important for businesses. [Level:2] [CO2]
6. Design a PPC campaign using Google Ads to drive traffic to a new website? [Level:3] [CO3]
7. Set up a Google Ads campaign to target a specific audience for a product launch. [Level:3] [CO3]
8. Discuss the role of artificial intelligence (AI) in the future of digital marketing. [Level:2] [CO4]
9. Discuss how a call-to-action (CTA) improves conversion rates on a webpage. [Level:2] [CO4]
10. Explain how bounce rate indicates user engagement on a website. [Level:2] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

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

11. Explain how businesses use social media platforms as a marketing channel. What are the advantages of using social media for brand awareness? [Level:2] [CO1]
12. Explain the importance of adapting content for different formats (text, video, images). How does this impact audience engagement? [Level:2] [CO2]

13. Discuss how businesses can use hashtags effectively in social media marketing to enhance their reach. [Level:2] [CO2]
14. Apply the principles of SEO to optimize a blog post. What steps would you take to ensure it ranks higher in search results? [Level:3] [CO3]
15. Explain how businesses utilize analytics tools to make data-driven decisions in their marketing strategies. [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)
