

Sub: Digital Marketing (BCA- 644-18)

Time: 10.00 am To 12.30 pm

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Use of scientific calculators, Log tables, Mollier Charts is allowed.
6. Draw neat and labelled diagrams wherever necessary.

(5)

- (5)

- (10)**

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- 1/2

Q. 4. Answer the following in detail. (Solve any 6) (30)

1. Why social media optimization is essential?
2. What are the different types of digital advertisement?
3. Explain why digital marketing is important.
4. Write short note on web hosting?
5. Differentiate between on page and off page SEO.
6. What is Website? what are the different types of websites?
7. What is organic search and paid search?

Q. 5. Answer the following in detail. (Solve any 1) (10)

1. Explain Google analytics?
 2. What is SEO? Explain the types of SEO.
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