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SPECIALIZATION IN CYBER SECURITY (CS)
EXAMINATION: DECEMBER -2024/JANUARY-2025
SEMESTER - VI
Sub: Digital Marketing (BCA – 644-20/BCA-CS-644-20)

Date : 03/01/2025

Total Marks : 30

Time: 10.00am To 11.30 pm

Instructions:

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.
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Q.1. Fill in the blanks (5)

1. The digital newsletter is a type of _____ marketing.
2. The four basic pillars of marketing are product, price, place and _____.
3. A space allocated by a provider to store a website is called as _____.
4. _____ writing is that the process of designing, writing and editing web page, typically for digital marketing purposes.
5. _____ SEO happens outside the website.

Q.2. True or False (5)

1. Rankings in SEO denotes to a website's position in the search engine results page.
2. .com is a Top Level Domain.
3. Content can include video or image editing.
4. External elements refer to the elements in your source code.
5. Production concept is the understanding of the dynamics of the product in order to showcase the best qualities and maximum features of the product.

Q.3. Answer the following (Any 5) (10)

1. What is Google SERP?
2. What is SEO?
3. What is backlinks?
4. What is Email marketing?
5. Define the term "Offpage SEO".
6. What is crawler?

Q. 4. Answer the following (Any 2) (10)

1. What is digital marketing? Explain the following terms – Ranking and Indexing.
2. Explain in details Organic SEO and Paid SEO.
3. Explain the use of domain name. Explain with example top and second level domain.