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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)
EXAMINATION : JUNE-2025
SEMESTER - VI
Sub: Digital Marketing (BCA- 644-18)

Date : 05/06/2025**Total Marks : 60****Time: 10.00 am to 12.30 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.
 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.
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Q.1. Fill in the blanks.**(5)**

1. _____ concept is defined as an understanding of the dynamics of the product and showcasing the best qualities and maximum features.
 - a) Selling
 - b) Product
 - c) Marketing
 - d) Production
2. _____ tracks whether customers take actions that you want them to take.
 - a) Conversions
 - b) Behavior
 - c) Acquisition
 - d) Audience
3. _____ rate is the percentage of users who visit only one page on a website before leaving.
 - a) Average session
 - b) Bounce
 - c) Average page
 - d) spam
4. _____ descriptions are the small page descriptions that appear under the title in search results.
 - a) Head
 - b) Title
 - c) Meta
 - d) Tag
5. _____ links are editorially assumed without any action on the portion of a page owner.
 - a) Manually built
 - b) Natural
 - c) Self-created
 - d) Non-link

Q.2. State True/False.**(5)**

1. A web crawler copies WebPages in order that they will be processed later by the program, which indexes the downloaded pages.
2. SMO is the usage of social media networks to achieve and develop an organization's message and online presence.
3. Acquisition shows you how customers get to your website.
4. On-page SEO involves external optimization practices that happen far away from your site instead of thereon.
5. Organic search results are ads that appear on top of or below the organic results.

Q.3. Answer the following. (Solve any 5) (10)

1. What is digital marketing?
2. What is indexing?
3. What is back-links?
4. What is social media marketing?
5. What is Google SERP?
6. Define the term “Ranking”

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

1. Write short note on “Types of websites”
2. What is social media marketing? Explain its strategy.
3. What is the strategy of email marketing?
4. Describe the types of web crawler.
5. Explain any two types of web hosting.
6. Write a short note on content writing.
7. What is SMO? Explain it in brief.

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

1. Explain the terms Google SERP.
 2. What is SEO? Explain on-page & off-page SEO.
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