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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)/
SPECIALIZATION IN CYBER SECURITY (CS)

EXAMINATION: JUNE - 2025

SEMESTER - VI

Sub: Digital Marketing (BCA – 644-20/BCA-CS-644-20)

Date : 05/06/2025

Total Marks : 30

Time: 10.00am to 11.30am

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 4 basic pillars of any marketing strategy are product, _____, place, and promotion.
2. _____ tracks whether customers take actions that you want them to take.
3. _____ SEO is the exercise of optimizing individual sites to rank higher and get more relevant traffic in search engines.
4. _____ uses social media networks to achieve and develop an organization's message and online presence.
5. Internal linking is that the process of _____ to other useful pages on your website.

Q.2. True or False (5)

1. Organic results are listings of web pages that look as if as a result of the search engine's algorithm.
2. Cloud hosting can best be described as a hybrid version of a VPS, but less expensive.
3. Content is most important for factor in homepage.
4. Reputation promotes more engagement, sharing & reciprocate to business.
5. In off-page SEO, the complete website will be analyzed.

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

1. Define the term "Crawling".
2. Explain the term "Organic Search".
3. What is page ranking?
4. What is backlinks?
5. What is digital marketing?
6. What is TDL?

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

1. What is digital marketing? Explain its importance.
 2. Define the term SEO? Explain parameters used in SEO.
 3. What is Email marketing? Explain its strategy.
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