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BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)/
SPECIALIZATION IN CYBER SECURITY (CS)
EXAMINATION: DECEMBER - 2025/JANUARY-2026
SEMESTER - VI
Sub: Digital Marketing (BCA – 644-20/BCA-CS-644-20)

Date : 01/01/2026

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. .com is a _____ domain.
2. Branding is example of _____.
3. A space allocated by provider to store a website is called as _____.
4. Headers is also known as _____.
5. SMO stands for Social Media _____.

Q.2. True or False (5)

1. WWW stands for World Wide Web.
2. Internet marketing is also known as digital marketing.
3. Domain name is name of software.
4. Content can includes video or image editing.
5. Content is most important for factor in homepage.

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

1. What is page ranking?
2. Define the term website.
3. What is digital marketing?
4. What is backlinks?
5. What SMM stands for?
6. What is Email marketing?

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

1. Write a short note on domain & hosting.
 2. What is content writing? Explain the role of content writing.
 3. What are types of digital marketing?
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