

A-1298

Total Pages : 3

Roll No.

BCA (N)-121

(Digital Marketing)

2nd Semester Examination, Session December 2024

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions) 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

1. Discuss the POEM Framework and Analyze the Benefits and Challenges of each Media Type.
2. Explain Indigenous Storytelling Techniques and How they can be applied to Digital Marketing.
3. Explain the STP (Segmentation, Targeting and Positioning) process and Its importance in Digital Marketing.
4. Discuss the concept of Customer Journey Mapping and Its benefits in Digital Marketing.
5. Critically analyze the Freytag's Pyramid Framework in Storytelling and Its application in Brand Narratives.

Section–B

(Short Answer Type Questions) 4×8=32

Note :- Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. What are the Different Types of Digital Marketing Activities ?
2. What is the Significance of Tone and Brand Voice in Storytelling ?

3. Explain the term "Target Audience" with examples beyond customers.
4. Differentiate between Mass Targeting and Niche Targeting Strategies.
5. What are some common tools used in Customer Journey Optimization ?
6. Explain how to create a Sketchnote and Its uses in Presentations.
7. Define the term 'Micromarketing' and Provide an Example.
8. What is the significance of using Perceptual Maps in Marketing Positioning ?
