

A-1138

Total Pages : 3

Roll No.

BCA (N)-121

Digital Marketing

Examination February, 2026

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.

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(1)

P.T.O.

1. Explain the concept of digital marketing. Discuss its importance in the modern business environment and compare it with traditional marketing.
2. What is Mobile Marketing ? What are the different types of Mobile advertising model ?
3. Briefly explain Search Engine Optimization (SEO).
4. What is A/B Testing ? How to Conduct an A/B Test ? What are the Tools for A/B Testing ? Explain.
5. Discuss the importance of digital marketing analytics. What tools are used for analytics, and how do they help in making data-driven decisions ?

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 is e-mail marketing ? List the advantages and limitations of e-mail marketing.
2. What are the Pros and Cons of Customer Personas ? Explain.

3. Write short note on the following :
 - (i) Customer Journey Map
 - (ii) Paid, Owned, and Earned Media
4. Explain various types of leads and lead generation.
5. What are the steps for Website Audit Process ? Explain.
6. What is pay-per-click ? How Paid Advertising Works ?
7. What is Content Marketing ? Explain its importance with suitable example.
8. Explain the role of customer personal in designing as effective digital marketing strategy.
