

Roll. No. : .....

# BCA (N)-121

**Second Semester Examination, 2024 (June)**

**[Digital Marketing]**

**Time : 2 Hours ]**

**[ Maximum Marks : 70**

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**Note :** This paper is of seventy (70) marks divided into two (2) 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)**

**Note :** Section 'A' contains five (5) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (2) questions only. **2 × 19 = 38**

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( 1 )

[P.T.O.]

1. Explain POEM Framework?
2. Explain the various stages in the customer's journey.
3. What is Search Engine Optimization (SEO)? Why is SEO Important? Explain.
4. What is PPC? How Paid Advertising Works?
5. What is Social Media Marketing? What are the 6-Step Social Media Marketing Framework? Explain.

### **SECTION—B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (8) short answer type questions of Eight (8) marks each. Learners are required to answer any four (4) questions only. **4 × 8 = 32**

1. What is Digital Marketing?
2. What are the Benefits and Challenges of the POEM Media Types?
3. What is STP Framework? Explain.
4. What is a Customer Journey Map? Explain.
5. How social media is helpful for Digital Marketing? Explain.
6. What are the key factors to consider when optimizing a website for search engines?

7. Explain the following terms :
  - (i) E-mail marketing
  - (ii) A/B Testing
8. What are the Tools for A/B Testing ? Explain.

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