

**A-1139**

Total Pages : 3

Roll No. ....

**BCA(N)-121**

**Digital Marketing**

Examination, June 2025

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. Define Digital Marketing and Explain its Global importance with Examples.
2. Describe the Impact of the Global Pandemic on Digital Marketing Trends and Strategies.
3. Compare and Contrast Data-Driven Personas with Proto Personas in Marketing Strategies.
4. What are various tools for A/B Testing.
5. Explain the Benefits and Challenges of using Visual Language like Sketchnoting in Marketing Communications.

### **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. How do Paid, Owned and Earned media differ in the POEM Framework ?
2. Explain the three components of Storytelling according to Indigenous Practices.

3. Define Visual Storytelling and its key elements.
4. How can Psychographic Segmentation improve Marketing effectiveness ?
5. Discuss the importance of Facial Animation in Visual Storytelling.
6. How does context enhance the effectiveness of a story in Marketing ?
7. What are the primary benefits of Incorporating Visuals in Digital Marketing Campaigns ?
8. How can behavioural attributes like brand loyalty affect marketing strategies ?

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