

QP Code : U24A030

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

**I SEMESTER B A/B Sc /B Com/BBA/BCA/BSW (FYUGP) DEGREE EXAMINATION,
November 2024**

BCA1FM105 : Digital Marketing

2024 Admission Onwards

(Credits: 3)

Time : 1.5 Hours

Maximum Marks : 50

Section A

[Answer All. Each question carries 2 Marks] (Ceiling: 16 Marks)

1. What are the key roles and responsibilities of a Digital Marketer? [BTL1]
2. Explain the concept of SMART goals in digital marketing. [BTL2]
3. What do you mean by web traffic? [BTL2]
4. Define content marketing. [BTL1]
5. What is keyword optimization in the context of social media marketing? [BTL3]
6. List out the benefits of SEO. [BTL2]
7. What is the difference between SEO and SEM? [BTL4]
8. What do you mean by keyword research? Name any two tools used for keyword research. [BTL3]
9. What do you mean by a session? [BTL3]
10. Define Click-Through Rate (CTR). [BTL3]

Section B

[Answer All. Each question carries 6 Marks] (Ceiling: 24 Marks)

11. What are the key digital marketing channels? Explain. [BTL4]
12. Discuss the steps involved in developing a content strategy. [BTL3]
13. Discuss various off-page SEO techniques and their importance in improving website rankings. [BTL4]
14. Explain the importance of social media marketing for businesses in today's digital landscape. [BTL3]
15. Evaluate the importance of web analytics in enhancing website performance. [BTL5]

Turn Over

Section C

[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)

16. Outline the steps involved in creating a Digital Marketing strategy. [BTL2]
17. Compare and justify the use of various web analytics metrics for measuring website performance. [BTL5]

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