QP Code: U25DRIS013

Reg. No : .....
Name : .....

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

I SEMESTER (FYUGP/FYVP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
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. List the key features of traditional marketing.
2. What is keyword optimization in the context of social media marketing?
3. What are Ad Extensions in SEM?
4. Define User-Generated Content (UGC) with an example.
5. Why is content marketing considered an essential part of digital marketing strategies?
6. What do you mean by Pay-Per-Click (PPC) marketing?
7. What is Keyword Research in the context of SEO?
8. What does Revenue per Conversion measure?
9. List out various web analytics tools in digital marketing.
10. What do you mean by a unique visitor?

Section B

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

11. Explain the concept of SMART goals in digital marketing with example.
12. Explain how a well-planned social media strategy can help businesses achieve their marketing goals.
13. Discuss various off-page SEO techniques and their importance in improving website rankings.
14. What are the various social media advertising platforms, and how do they differ in their approach?
15. Discuss the potential impact of technological advancements on the future of digital marketing.

Turn Over

Section C

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

16. What are the essential steps in developing an effective digital marketing strategy?
17. Explain the key steps involved in creating an effective content strategy.

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