

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2025**

Computer Application

BCA 1FM 105—DIGITAL MARKETING

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A

Answer all questions.

Each question carries 2 marks.

Ceiling 16 marks.

1. What are the disadvantages of digital marketing ?
2. Expand SMM.
3. How does a search engine work ? Give two examples of search engine.
4. What are demographic info and page views in web analytics ?
5. What is community management in social media ?
6. What is meant by blogger ?
7. What are Google Ads ?
8. List out the different SEO techniques.
9. List out two examples of analytics tools for data driven decision making.
10. What is HTML, URL ?

Section B

Answer all questions.

Each question carries 6 marks.

Ceiling 24 marks.

11. Explain the usage of keyword optimization ?
12. Explain the concept of conversion tracking.

Turn over

13. Explain the different types of email marketing.
14. Discuss about PPC advertising using Google Ads.
15. Explain content creation for different platforms.

Section C

*Answer any **one** question.
The question carries 10 marks.*

16. Explain search engine optimization.
17. Demonstrate how to use Google web masters Indexing Using API.

$(1 \times 10 = 10 \text{ marks})$