

Code: 21F00205b

MCA II Semester Regular & Supplementary Examinations July 2024

DIGITAL MARKETING

(Master of Computer Applications)

Time: 3 hours

Max. Marks: 60

Answer all the questions

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| 1 | (a) What is Digital Marketing? Explain its characteristics. | 6M |
| | (b) Give a detailed account of objectives of market space. | 6M |
| OR | | |
| 2 | (a) How did digital marketing have transformed marketing? | 6M |
| | (b) Define content marketing. Explain its types. | 6M |
| OR | | |
| 3 | (a) What is SEO? Mention the differences between on page and off page SEO. | 6M |
| | (b) Explain on-page SEO tools and techniques. | 6M |
| OR | | |
| 4 | (a) Discuss the SEO components. | 6M |
| | (b) Write a short note on PPC advertising and Display advertising. | 6M |
| OR | | |
| 5 | (a) What is E-Mail Marketing? Explain its types. | 6M |
| | (b) Distinguish between mobile marketing and traditional marketing. | 6M |
| OR | | |
| 6 | (a) How do you start a mobile marketing business? Explain. | 6M |
| | (b) What is SMS campaign? List out its benefits. | 6M |
| OR | | |
| 7 | (a) Define Bizz marketing. Discuss its strategies. | 6M |
| | (b) Explain the ways to design social media marketing campaign goals. | 6M |
| OR | | |
| 8 | (a) How social media is helpful for digital marketing? Explain. | 6M |
| | (b) Discuss the components of engagement marketing. | 6M |
| OR | | |
| 9 | (a) List out the benefits of digital marketing attribution. | 6M |
| | (b) How digital marketing attribution is measured? | 6M |
| OR | | |
| 10 | (a) Illustrate recent trends in digital marketing. | 6M |
| | (b) Explain the role of data analytics in digital transformation. | 6M |
