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**BCACAVN 501**

**Fifth Semester B.C.A. Degree Examination, December 2023/January 2024  
(NEP-2020) (2023 – 24 Batch Onwards)  
DIGITAL MARKETING (Voc – 1)**

Time : 2 Hours

Max. Marks : 60

**Note :** Answer **any six** questions from Part – A and **any one full** question from **each** Unit in Part – B.

PART – A

(6×2=12)

1. a) What is digital marketing ?
  - b) Expand PPC and ROI.
  - c) Define CRM analytics.
  - d) List any four features of Facebook and Instagram.
  - e) What is email segmentation ?
    - f) Name four important Email marketing metrics.
    - g) What is KPI ? Give example.
    - h) Name any 4 tools for data visualization.

PART – B

Unit – I

2. a) Write a note on history and evolution of digital marketing.
  - b) Explain the difference between traditional and digital marketing. (6+6)
3. a) Explain characteristic of digital marketing.
  - b) Explain digital marketing strategy. (6+6)

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**Unit – II**

- 4. a) List and explain basic features that are commonly available in most of social media apps.
- b) Write the benefits of social media marketing. (6+6)
- 5. a) Write an elaborative note on social media advertising.
- b) Explain social media analytics work flow with diagram. (6+6)

**Unit – III**

- 6. a) Explain how to build email list.
- b) Explain the benefits of Email automation. (6+6)
- 7. a) Explain the ways to deliver a Successful Email Marketing Campaign.
- b) Explain the types of data that can be analyzed in email marketing. (6+6)

**Unit – IV**

- 8. a) Explain any 4 mobile advertising strategies.
- b) Explain how does Mobile App Marketing Work. (6+6)
- 9. a) Write a note on Power BI and Tableau.
- b) Explain any six key concepts involved in analytics and reporting. (6+6)