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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BCA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Digital Marketing & SEO

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- | | | |
|-------|---|---|
| (1.1) | A key feature of digital consumers includes high information access. (CO1,K1) | 1 |
| (a) | Limited data access | |
| (b) | High information access | |
| (c) | No internet use | |
| (d) | Offline preference | |
| (1.2) | Consumer digital journey includes awareness, consideration, purchase stages. (CO1,K2) | 1 |
| (a) | Single stage | |
| (b) | Two stages only | |
| (c) | Multiple stages | |
| (d) | No stages | |
| (1.3) | Content promotion mainly aims to? (CO2,K1) | 1 |
| (a) | Reduce cost | |
| (b) | Increase reach | |
| (c) | Design content | |
| (d) | Hire staff | |
| (1.4) | Audience segmentation means? (CO2,K1) | 1 |
| (a) | Deleting users | |
| (b) | Dividing audience into groups | |
| (c) | Posting ads | |
| (d) | Selling products | |

- (1.5) Facebook Pages are mainly used for? (CO3,K1) 1
- (a) Personal use
 - (b) Business promotion
 - (c) Gaming
 - (d) Messaging
- (1.6) Messenger is used for? (CO3,K1) 1
- (a) Ads only
 - (b) Communication
 - (c) Posting reels
 - (d) Analytics
- (1.7) Mobile marketing targets? (CO4,K1) 1
- (a) Desktop users
 - (b) Mobile users
 - (c) TV viewers
 - (d) Radio listeners
- (1.8) Branding means? (CO4,K1) 1
- (a) Selling products
 - (b) Creating identity
 - (c) Hiring staff
 - (d) Reducing cost
- (1.9) Google Ads navigation helps in? (CO5,K2) 1
- (a) Campaign management
 - (b) Printing
 - (c) Hiring
 - (d) Shipping
- (1.10) Display targeting focuses on? (CO5,K2) 1
- (a) Specific audience
 - (b) Random users
 - (c) Employees
 - (d) Competitors

2. Attempt all parts:-

- (2.1) List key components of digital marketing. (CO1, K1) 2
- (2.2) Explain importance of audience segmentation in content strategy. (CO2, K2) 2
- (2.3) Explain concept of buying channels in Facebook marketing. (CO3, K2) 2
- (2.4) List benefits of integrating content with branding. (CO4, K1) 2
- (2.5) List sales models used in display advertising. (CO5, K1) 2

SECTION-B 30

Answer any one of the following:-

- (3.1) Create a digital marketing strategy for a new product launch. (CO1, K6) 6
- (3.2) Design a framework for measuring success of digital marketing campaigns. (CO1, 6

K6)

Answer any one of the following:-

(3.3) Evaluate benefits of influencer collaboration in brand promotion. (CO2, K5) 6

(3.4) Define role of user-generated content in word of mouth marketing. (CO2, K4) 6

Answer any one of the following:-

(3.5) Apply Facebook Messenger tools for customer communication and support. (CO3, K3) 6

(3.6) Evaluate role of Ads Manager in campaign execution and monitoring. (CO3, K5) 6

Answer any one of the following:-

(3.7) Apply online campaign management techniques in digital marketing. (CO4, K3) 6

(3.8) Apply performance metrics to evaluate success of online campaigns. (CO4, K3) 6

Answer any one of the following:-

(3.9) Analyze process of creating effective text ads in Google Ads. (CO5, K4) 6

(3.10) Analyze key SEM metrics for measuring campaign performance. (CO5, K4) 6

SECTION-C 50

4. Answer any one of the following:-

(4.1) Evaluate emerging technologies such as AI and automation in digital marketing. (CO1, K5) 10

(4.2) Analyze challenges and risks associated with digital marketing adoption. (CO1, K4) 10

5. Answer any one of the following:-

(5.1) Apply measurement and tracking tools in evaluating social media performance. (CO2, K3) 10

(5.2) Create a comprehensive social content strategy for a new brand. (CO2, K6) 10

6. Answer any one of the following:-

(6.1) Create a detailed Facebook advertising plan for a new product. (CO3, K6) 10

(6.2) Apply budgeting and bidding strategies in Facebook ads campaigns. (CO3, K3) 10

7. Answer any one of the following:-

(7.1) Evaluate current trends in social media marketing in Indian market. (CO4, K5) 10

(7.2) Analyze global trends in social media marketing strategies. (CO4, K4) 10

8. Answer any one of the following:-

(8.1) Apply audience targeting techniques in display advertising campaigns. (CO5, K3) 10

(8.2) Apply video advertising strategies to enhance audience engagement. (CO5, K3) 10