

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY,
NAGPUR**

BOARD OF COMPUTER APPLICATION

BACHELOR OF COMMERCE - (COMPUTER APPLICATION) - (BCCA) (OB-CBCS)

Course: BCCA – III (Semester – VI)

Subject: Digital Marketing

Paper - III

Unit – I

2 Marks

1. What is digital marketing?
2. Enlist any two online platforms used in digital marketing.
3. What is content marketing?
4. What is affiliate marketing?
5. What is Social Media Marketing (SMM)?
6. What is Pay-Per-Click?
7. What is influencer marketing?
8. What is a website?
9. What is brand awareness?
10. Enlist types of brand awareness.

3 Marks

1. Explain the role of customer engagement in digital marketing.
2. What are the advantages of social media marketing (SMM) for businesses?
3. Explain mobile marketing and its key features.
4. What is omni-channel marketing and why is it important?
5. What is Mobile Marketing? Give any one example.
6. Explain importance of a website for digital marketing.
7. Give advantages of Pay-Per-Click (PPC) advertising.
8. What are advantages of digital marketing in business?
9. What are the importance of design in a digital marketing website?
10. What are Emerging Digital Marketing Trends?

5 Marks

1. Explain the term 'digital marketing' and its features.
2. Discuss the various types of digital marketing with suitable examples.

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3. What are the characteristics of digital marketing?
4. Discuss the importance of digital marketing.
5. Explain the trends in the digital marketing industry.
6. Discuss brand awareness and its types with examples.
7. What is traditional marketing? Explain its features.
8. Discuss the advantages and disadvantages of traditional marketing.
9. Write a short note on:
 - a. Email marketing
 - b. Social media marketing

10 Marks

1. Discuss in detail the types of digital marketing and their advantages.
2. What do you mean by digital marketing and traditional marketing? Differentiate between traditional marketing and digital marketing.
3. Explain the term "brand awareness" and discuss the factors influencing it with examples.
4. Explain various strategies to build strong brand awareness.
5. Write the steps involved in creating a website for digital marketing.
6. Discuss the process of adding content to a digital marketing website.