

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, Affiliated to SUK)
 End Semester Examination (Nov./Dec. 2025)
 S.Y.B.C.A. III

Q.P.Code
E 1273

Course Code: BC207

Course Name: Digital Marketing

Day & Date: Tuesday, 11/011/2025

Time : 02:30 pm To 05:30 pm

Max Marks: 100

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

Q.1 Attempt the following questions.

	15	COs	BT
	Marks		Level
(a) Analyze digital marketing concepts and the role of digitization in business growth.	8 Marks	1	4
(b) Analyze the inbound and outbound marketing strategies for business growth.	7 Marks	1	4,3

OR

Compare digital marketing and traditional marketing in terms of reach, cost-effectiveness, measurability, targeting capabilities, and customer engagement.

Q.2 Attempt the following questions.

	15		
	Marks		
(a) Analyze the various digital marketing channels for a new business.	8 Marks	1	4
(b) Illustrate the use of email marketing strategies for new arrivals in a garment shop.	7 Marks	1,2	3

OR

Illustrate the use of Mobile Media Marketing strategies for new arrivals at a sports shop.

Q.3 Attempt the following questions.

	15		
	Marks		
(a) Explain the importance of Search Engine Optimization (SEO) with an example.	8 Marks	2	2
(b) Perform On-Page SEO optimization for a blog post titled "Best Laptops under 50K in 2025".	7 Marks	2	3



OR

Explain the role of SEO (Search Engine Optimization) in digital marketing.

Q.4 Attempt the following questions.

	15		
	Marks		
(a) Write a complete welcome email series (3 emails) for a new online shoe store subscriber.	8 Marks	2	3
(b) Compare Transactional emails vs Promotional emails with respect to deliverability.	7 Marks	2	4

Q.5 Attempt the following questions.

	20		
	Marks		
(a) Optimize a YouTube video titled "Digital Marketing Course after BCA" for maximum reach.	10	3	3
(b) Judge the effectiveness of LinkedIn Premium for a fresher vs a business owner.	10	3	3

Q.6 Attempt the following questions.

	20		
	Marks		
(a) Explain Clickstream Analysis with a shopping website example.	10	4	2
(b) Analyze the usage of data warehousing and data mining in the manufacturing unit.	10	4	4

