

Enroll No

Q.P. Code
UT 304L

**Unit Test -I (2025-26)**

SY-Bachelor of Computer Application

**Course Code: BC207 Course Name: Digital Marketing**

Day & Date: Wednesday, 13/08/2025

Time: 02:30 pm To 03:30 pm

Max Marks- 25

- 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

	Marks	BT Level	COs
<b>Q.1 A</b> Illustrate the importance of Digital Marketing in today's digital world with its benefits.	8	1,4	1
<b>OR</b>			
Distinguish between Traditional Marketing and Digital Marketing with suitable examples.			
<b>B</b> Discuss principles of Digital marketing in detail with suitable examples.	7	4	1
<b>Q.2 A</b> Apply the four pillars of Digital Strategy to develop a strategic plan for a company aiming to expand its online presence.	5	3	2
<b>B</b> Apply the concept of the Marketing Mix to design a promotional strategy for a new product or service	5	3	2

