

INDIRA UNIVERSITY, PUNE

SCHOOL OF INFORMATION TECHNOLOGY-BSC AIML, BCA

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Digital Marketing
Subject Code: 25SOBOE1

Max. Marks: 25
Time: 1:30 Hrs.

Instructions

- All Questions are Compulsory.

CO #	Cognitive Ability	Course Outcome
CO3	Analyze	Make Use of the right combination of digital marketing platform effective advertising.
CO4	Apply	Analyze SEO and SEM roles in optimizing websites and driving traffic.
CO5	Evaluate	Assess different Search Engine Optimization (SEO) and Search Engine Marketing (SEM) techniques, comparing their impact on online visibility and performance.

Q1.	Attempt any 5 out of 7. (1 mark each) a. Choose one example of traditional marketing and one of digital marketing. b. Solve a situation where a company has low online engagement. Suggest one digital fix. c. Apply the concept of hashtags in social media promotion. d. Identify a type of digital advertisement you encounter daily e. Choose between on-page and off-page SEO for link-building tasks. f. Identify one popular Web Analytics tool. g. Apply web analytics insights to improve future campaigns.	(5 Marks)	CO3
Q2.	Attempt any 2 out of 4. a. Compare the scope of Traditional and Digital Marketing in reaching audiences b. Generate examples of different digital advertisements used in e-commerce. c. Categorize various types of websites according to their purpose. d. Examine how competitor analysis helps improve digital strategy.	(10 Marks)	CO4
Q.3.	Attempt all questions. a) Determine the major success factors that define a strong digital brand presence. b) Justify Ethics in Social Media Ads.	(5 Marks) (5 Marks)	CO5
Q.3.	Summaries Google Analytics features.	(10 Marks)	
