

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: BCA	Date	: 14-07-2026
Subject Code	: BCAAEE-305 / BCOAL-305	Time	: 11:30am to 01:45pm
Subject Name	: Digital Marketing and SEO	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What is digital marketing? How does search engine optimization help to advertise products in digital world?
2. Write a note on the content management system. How does WordPress help to build CMS?
3. What are functionalities of digital marketing automation systems? Which challenges are faced by professionals in this digital factor?
4. Write a note on Digital India Initiative as an Infrastructure.
5. How to analyze keywords? Write about potential methods.

Section B

Answer the following (Attempt any four) (20)

1. What is the difference between traditional marketing and digital marketing.
2. Write short note on categorization of digital marketing for business.
3. What is survey? Explain its types.
4. How can e-governance empower citizens of India?
5. What is digital publicity? How it differs from advertising?
6. Write short on digital repositories & institutional repositories.

Section C

Part – A (Multiple Choice Questions) (10)

1. SEO stands for _____.
A. Search Engine Optimization
B. Social Engine Optimization
C. Search Engine Operation
D. Search Enhancement Optimization
2. Google Analytics is mainly used for _____.
A. Create websites
B. Analyze website traffic
C. Design logos
D. Edit images
3. PPC is a type of _____ approach.
A. Email Marketing
B. Content Writing
C. Online Advertising
D. Affiliate Marketing
4. Which of the following is an example of WordPress?
A. Search Engine
B. Content Management System
C. Web Browser
D. Social Network
5. The primary purpose of keyword research is to _____.
A. Increase internet speed
B. Improve search engine ranking
C. Create graphics
D. Compress images
6. SEM stands for _____.
A. Search Engine Marketing
B. Social Email Marketing
C. Search Email Management
D. System Engine Management

7. Marketing automation helps to _____.
A. Delete websites
C. Increase computer memory
B. Automate marketing activities
D. Format hard disks
8. Digital India Programme was launched to promote:
A. Digital transformation
C. Tourism
B. Space research
D. Agriculture only
9. _____ is an example of an E-Repository.
A. Shodhganga
C. Notepad
B. MS Paint
D. VLC Media Player
10. Future growth in Digital Marketing is mainly driven by _____.
A. Artificial Intelligence
C. Dot Matrix Printer
B. Floppy Disk
D. CD-ROM

Part - B (Do as Directed)

(10)

1. State full form of SEO.
2. Name the Google tool used to analyze website traffic.
3. What is the full form of MEIT.
4. Write full form of IRCTC.
5. _____ is the process of optimizing a website to improve its ranking in search engine results.
6. _____ is a popular Content Management System used to develop websites.
7. The Digital India Programme promotes digital transformation in India. State True/False.
8. Email Marketing is a form of Digital Marketing. State True/False.
9. Google Analytics is used to edit images. State True/False.
10. _____ helps identify the search terms used by users on search engines.
