

Course Code: 23MC4E11
BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &
SCIENCE(AUTONOMOUS)
II –MCAII-Semester Regular Examinations (BR23), May - 2025

DIGITAL MARKETING(MCA)

Time: 3 hours

Max. Marks: 70

Answer any Five Questions One Question for One UNIT
ALL the Question Carry Equal Marks

UNIT-I		Marks	CO	BL
1.a)	Discuss about Legacy DOM.	7M	C1	L4
b)	What are the various types of Audio elements and explain.	7M	C1	L2
OR				
2.a)	Discuss about web pages with basic HTML5 with example.	7M	C1	L4
b)	Write HTML 5 code for embedding video elements in the web page.	7M	C1	L3
UNIT-II		Marks	CO	BL
3.a)	Discuss about Serializing XML in detail.	7M	C2	L4
b)	With an example program, explain form validation concept in JavaScript.	7M	C2	L2
OR				
4.a)	Explain about DOM API.	7M	C2	L2
b)	Discuss about various web services used in XML.	7M	C2	L4
UNIT-III		Marks	CO	BL
5.a)	Illustrate the various payment models of online advertising.	7M	C3	L3
b)	Define SEO? Write a notes on search engine optimization	7M	C3	L2
OR				
6.a)	Discuss about measuring SEO success in detail.	7M	C3	L4
b)	What is Search Advertising and How does it work.	7M	C3	L5
UNIT-IV		Marks	CO	BL
7.a)	Explain M Commerce with its advantages and disadvantages.	7M	C4	L2
b)	Discuss about Mobile Advertising with an example.	7M	C4	L4
OR				
8.a)	Define CRM? Explain social CRM plays a key role in search media marketing.	7M	C4	L2
b)	Discuss Mobile Applications as an Advertising Opportunity.	7M	C4	L3
UNIT-V		Marks	CO	BL
9.a)	Explain the characteristics of email marketing.	7M	C5	L2
b)	Describe the content marketing in India.	7M	C5	L2
OR				
10.a)	What is Email marketing? Discuss E-Mail Marketing Strategy.	7M	C5	L2
b)	Explain Internet marketing Strategies in detail.	7M	C5	L2
