

**G.V.M'S**

**G.G.P.R. College of Commerce and Economics**

**Farmagudi Ponda Goa**

**B.C.A(Semester III) Intra Semester Assessment(ISA I), October 2020**

**Sub: DIGITAL MARKETING**

**Duration :45 min**

**Marks 15**

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|---|------|
| 1.Explain the Concept of Digital Marketing                | 3mks |
| 2.Explain SEO   | 3mks |
| 3. How you promote your business through Digital Platform | 3mks |
| 4.Explain Email Marketing                                 | 3mks |
| 5.How you set your website Goal                           | 3mks |