



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)  
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Course Code: MCA-128

Course Name: Digital Marketing

### **Assignment - 1**

(Based on Unit - I & II)

*Marks*

- Q1. Explain the elements of a digital marketing plan and various models of digital marketing. [CO1/BTL2] (4)
- Q2. Explain digital marketing mix and integrated marketing communications (IMC). Identify the importance of IMC. [CO1/BTL3] (4)
- Q3. Illustrate the process of creating Google AdWords based ad campaign for an online electronics retail store (like Reliance Digital or Croma). [CO2/BTL3] (4)
- Q4. Design an infographic to illustrate the process of admission in MCA programme at BVICAM, New Delhi. [CO2/BTL6] (4)
- Q5. Apply "CRITICAL" factors to design a transaction email for booking train ticket. In addition to the ticket booking information, the email should promote to order/book food in the train. [CO3/BTL6] (4)