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Roll No. ....

**BBA-404**

**B. B. A. (FOURTH SEMESTER)  
MID SEMESTER EXAMINATION, 2021**

**DIGITAL MARKETING**

**Time : 1½ Hours**

**Maximum Marks : 50**

**Note :** (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) What is Digital Marketing ? How it wins over Traditional Marketing ?

10 Marks (CO1)

OR

(b) What is Digital Marketing Process ?  
Explain using *one* of the sectors.

10 Marks (CO1)

(2)

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2. (a) What are Leads and its Process ? How can we generate leads from website traffic ?

10 Marks (CO2)

OR

- (b) What is Google Analytics ? How to integrate your website with Google Analytics account ?

10 Marks (CO2)

3. (a) What is Google AdWords ? Explain how one can improve its PPC using Inorganic Search.

10 Marks (CO1)

OR

- (b) How can we setup an Email Marketing Account ? Elaborate each step.

10 Marks (CO1)

4. (a) What is the difference between Internet and Web ? Explain the difference between Domain Name and Domain.

10 Marks (CO1)

OR

- (b) What are the various ways by which Website Traffic can be increased ?

10 Marks (CO1)

(3)

5. (a) How can we convert a dead lead to business prospects ?

10 Marks (CO2)

OR

- (b) What do you mean by Opt-In and Bulk Emailing ? What are Newsletters in terms of Email Marketing ?

10 Marks (CO2)

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