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Roll No.

BBA-404

B. B. A. (FOURTH SEMESTER) MID SEMESTER

EXAMINATION, April, 2023

DIGITAL MARKETING

Time : 1½ Hours

Maximum Marks : 50

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

(ii) Each sub-question carries 10 marks.

1. (a) What is internet and website ? Discuss domain name and domain extensions.

(CO1)

OR

- (b) What is digital marketing ? How it wins over conventional marketing ?

(CO1)

2. (a) Demonstrate various methods of digital marketing.

(CO2)

OR

- (b) Demonstrate digital marketing process.

(CO2)

P. T. O.

(2)

3. (a) Differentiate between opt-in and bulk email marketing. (CO3)

OR

- (b) Examine delivery, open, and click rates in email marketing and also suggest ways of improving them. (CO3)

4. (a) Argue about search and display advertising. (CO4)

OR

- (b) Select and discuss the bidding strategy used for creating brand awareness. (CO4)

5. (a) Formulate quality score improvement strategies. (CO5)

OR

- (b) Develop a lead generation plan. (CO5)