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Roll No.

BBA-404

B. B. A. (FOURTH SEMESTER) END SEMESTER EXAMINATION, June/July, 2022

DIGITAL MARKETING

Time : Three Hours

Maximum Marks : 100

- Note :** (i) All questions are compulsory.
(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.
(iii) Total marks in each main question are **twenty**.
(iv) Each sub-question carries 10 marks.
1. (a) What is the importance and significance of Digital Marketing in the current scenario ?
(CO1)
(b) Explain Internet, Intranet and Extranet with example. (CO1)

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(2)

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- (c) Differentiate between digital marketing and conventional marketing. (CO1)
2. (a) What is lead generation for business ? How can leads be generated through digital marketing ? (CO2)
- (b) What is Google Ads ? What is the significance of Google Ads in digital marketing ? (CO2)
- (c) Discuss different types of advertising campaigns available in Google Ads. (CO2)
3. (a) What is SEO ? Differentiate between Organic and Inorganic Searches. (CO3)
- (b) Discuss Google Analytics and its report types. (CO3)
- (c) What is Social Media Marketing ? Discuss advantages of Facebook Marketing. (CO3)
4. (a) Explain different types of online advertising and their advantages. (CO4)
- (b) Differentiate between e-Commerce software and Shopping Cart software. (CO4)

(3)

- (c) What is Google Product Listing Ads (PLA) for e-Commerce websites ? (CO4)
5. (a) Discuss Mobile Marketing Measurement and its analytics. (CO5)
- (b) Discuss different online ways to create a positive brand image. (CO5)
- (c) What is content marketing ? Discuss the content marketing strategy-building process. (CO5)

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