

H Roll No.

BBA-404

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

April/May, 2022

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) How is digital marketing different from traditional marketing ? Explain citing suitable examples. 10 Marks (CO1)

OR

- (b) Explain domain name and domain extension in detail. 10 Marks (CO1)

2. (a) What is lead generation ? 10 Marks (CO2)

OR

- (b) Explain PPC advertising in detail.

10 Marks (CO2)

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(b) Wha
Expl

4. (a) Wha
deta

(b) How
lead

5. (a) Wha
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