

H Roll No.

BBA-404

B. B. A. (FOURTH SEMESTER)

END SEMESTER

EXAMINATION, June, 2023

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) Explain the concept of digital marketing. Mention some significant digital marketing tools. (CO1)
- (b) "Digital marketing is generally more cost-effective and can be more targeted". Elaborate this statement. (CO1)

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- (c) How can E-mail marketing be used to grow your business ? Classify any *two* types of e-mail marketing. (CO1)
2. (a) Discover the benefits of lead generation that drives success for a business. (CO2)
- (b) Write short notes on the following : (CO2)
- (i) Google Ad Words
- (ii) PPC Advertising
- (c) What makes an advertisement effective ? Discover how advertisement campaigns can achieve desired results such as increased brand awareness ? (CO2)
3. (a) Point out the importance of google analytics and why is it used ? (CO3)
- (b) "Cookies can be used to track what you do on web". Comment on what can you track with cookies. (CO3)
- (c) Explain the concept of Social Media Marketing by giving relevant examples. (CO3)

(3)

4. (a) Explain the concept of E-Commerce marketing by giving relevant examples. (CO4)
- (b) Write short notes on the following : (CO4)
- (i) Google product listing Ads
- (ii) Payment Gateways
- (c) "Display ads are usually interactive allowing brands to engage deeper with users". Elaborate. (CO4)
5. (a) Design a YouTube marketing strategy for a deodorant brand in India. (CO5)
- (b) Write the steps for creating a content marketing plan. (CO5)
- (c) Formulate a strategy for effective mobile web marketing. (CO5)

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