



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

IV – SEMESTER MID - I - EXAMINATIONS AFFILIATE MARKETING (BBA DM - MINOR)

Max. Marks: 60 M

Time: 2 Hours

Date:

SECTION – A

I. Answer any **FIVE** of the following Questions.

5X4= 20 M

1. Define affiliate marketing.
2. E-mail spam.
3. How affiliate marketing works.
4. Types of commissions.
5. Signing up as an affiliate.
6. Promoting your affiliate program.
7. Types of Affiliate links.
8. Introduction to Affiliate marketing.

SECTION - B

II. Answer the following Questions.

4X10= 40 M

9. a. Types of payment methods.

(OR)

- b. Types of affiliate marketing.

10. a. How to prevent spam e-mails.

(OR)

- b. Explain about cross selling and up selling.

11. a. Enrolling in an affiliate marketing program.

(OR)

- b. Monitoring affiliate performance and tracking sales.

12. a. Performing market analysis and market research.

(OR)

- b. Market strategies establishment.

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-SUBJECT NAME-
AFFILIATE MARKETING
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