



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

II SEMESTER - I MID EXAMINATIONS

I -BBA -DM E- Marketing

Time : 2 Hours

Max. Marks : 60M

Date: 05-03-2025

SECTION-A

I. Answer any FIVE Questions.

5 X 4 = 20 M

1. Lead Generation.
2. Landing page Advantages.
3. Challenges of starting a lead generation business.
4. Website Disadvantages.
5. Ideal Customer Profiles (ICP).
6. ROI
7. Scope of E-Marketing.
8. Benefits of Digital Marketing.

SECTION - B

II. Answer ALL Questions.

4 X 10 = 40 M

- 9 a. Write the difference between Landing page and Website.
(OR)
b. Explain the importance of Lead Generation.
10. a. Mention the types of Landing pages.
(OR)
b. Objectives of E-Marketing.
11. a. Write the features of E-Marketing.
(OR)
b. Explain the Challenges in E-Marketing.
12. a. Describe the strategies in E-Marketing.
(OR)
b. Write the advantages of Websites.