

KAKINADA SRI ADITYA DEGREE COLLEGE

(AFFILIATED TO DR.B.R.AMBEDKAR UNIVERSITY)

BBA IV- SEMESTER,-MID-1 EXAMINATIONS FEB -2025

DATE: 13.02.2025

Time: 3 Hrs

SUBJECT: AFFILIATE MARKETING

Max Marks:50M

I. Answer all of the following:

3 X 10 M= 30M

1.(a) Write about affiliate marketing, it's types and how it works?

(Or)

(b) Explain briefly about email spam?

2.(a) Explain the steps involved in enrolling in an affiliate marketing program?

(Or)

(b) Write about monitoring affiliate performance and tracking sales?

3.(a) Write about affiliate marketing and organic search optimization?

(Or)

(b) Explain about types of affiliate marketing?

II. Answer FOUR of the following:

4 X 5 M= 20M

4. Write about affiliate marketing payment methods?

5. Difference between digital marketing and affiliate marketing.

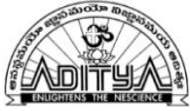
6. Explain about cookies and cookies stuffing?

7. Explain about the process for signing up as an affiliate in a program?

8. Explain about integrating affiliate links in to your website?

9. Explain about logging into your affiliate account?

10. Explain about search affiliates?



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