



ADITYA DEGREE COLLEGES: AU REGION

IV SEMESTER - MID - I - EXAMINATIONS

Date: 05.02.25

Course: II BBA DM

Max. Marks: 60

Time: 3 Hours

Subject: AFFILIATE MARKETING

SECTION - A

I ANSWER ANY FIVE OF THE FOLLOWING

5X4M = 20 M

1. What is adware and how it works
2. Explain cross selling and upselling.
3. Trademark bidding
4. How to login to your affiliate account
5. Commissions
6. AdSense
7. Multi tier Marketing
8. How to Enroll in Affiliate marketing program

SECTION – B

II ANSWER THE FOLLOWING QUESTIONS

4X10 =40 M

9(a) How to prevent / stop spam mail

(OR)

(b) Explain about email spam and explain few example of spam email

10. (a) What are the steps to be followed while enrolling in an affiliate marketing program

(OR)

(b) Explain process of performing market analysis and market research

11(a) How to sign up as affiliate and promote your affiliate program

(OR)

(b) How to build your own affiliate program and explain its pros and cons

12 (a) Explain about market strategies establishment

(OR)

(b) Explain about the 6 ways to win with SEO affiliate marketing