



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

II SEMESTER - I MID EXAMINATIONS

Time : 2 Hours

Date: 03-03-2025

I - BBA FUNDAMENTALS OF DIGITAL MARKETING

Max. Marks : 60M

SECTION-A

I. Answer any FIVE Questions.

5 X 4 = 20 M

1. What is Marketing automation
2. Explain the need of digital marketing
3. Marketing automation software
4. Customer experience
5. Marketing automation tools
6. Define CRM integration
7. Data driven decision making
8. Social media marketing

SECTION - B

II. Answer ALL Questions.

4 X 10 = 40 M

9. (a) difference between traditional marketing and digital marketing

(OR)

(b) features or importance of marketing

10. (a) Role of digital marketing

(OR)

(b) scope and challenges of digital marketing

11. (a) Key components, and aspects of marketing automation

(OR)

(b) advantages of marketing automation

12. (a) significance of customer experience

(OR)

(b) how does marketing automation help marketers