



ADITYA DEGREE & PG COLLEGE ANDHRA PRADESH

MID-I EXAMINATIONS – FEB 2025

BBA- IV SEMESTER

TIME: 3 Hrs

(BBA DIGITAL MARKETING MINOR)

MAX MKS: 60M

DATE: 08-02-2025

AFFILIATE MARKETING

SECTION-A

I. Answer any FIVE of the following questions:

5 X 4 = 20 M

1. How to add Affiliate links to your website.
2. How to monitor Affiliate performance.
3. How to promote an Affiliate program.
4. What are Affiliate program payment methods?
5. What is AD sense?
6. What is trade mark bidding?
7. What is Tiered Affiliate marketing?
8. What is a commission and explain its types.

SECTION-B

II. Answer all the following questions:

4 X 10 = 40 M

9.a) What is Affiliate Marketing? Describe its types.

(OR)

b) Explain how Affiliate Marketing works.

10.a) What are cookies and cookie stuffing? Explain the types of cookie stuffing.

(OR)

b) What is Email spam? How to prevent /stop spam email?

11.a) Explain briefly that how to enrol in an Affiliate marketing program

(Stepwise).

(OR)

b) Explain how to sign up and logging into your Affiliate account.

12. a) Explain Affiliate marketing and organic search optimization.

(OR)

b) Explain how market strategies established.