



ADITYA DEGREE COLLEGES KAKINADA

Fundamentals of Digital Marketing (BBA DM Minor)

II Sem - MID Exam - I

Marks : 60M

Time : 3 hr

SECTION - A

I Answer any FIVE of the Following.

5 X 4 = 20M

1. Concept & Approaches to digital marketing
2. Types of digital marketing
3. Challenges of digital marketing
4. Need of digital marketing
5. Marketing automation
6. Significance of customer experience
7. Marketing automation software
8. Customer experience

SECTION - B

II Answer The Following Questions.

4 X 10 = 40M

9. a) Explain about Traditional marketing Vs digital marketing ?
(or)
b) Describe role of the digital marketing ?
10. a) Write examples of good practices in digital marketing ?
(or)
b) Scope of digital marketing ?
11. a) Explain marketing automation tools ?
(or)
b) Role of marketing automation in customer experiences ?
12. a) How does marketing automation help to marketers ?
(or)
b) Explain key components & aspects of marketing automation ?