

B.B.A DEGREE END SEMESTER EXAMINATION MARCH 2018**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA17: ENGAGEMENT PLANNING AND NEW MEDIA***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

PART AAnswer **all six** questions.

1. What are display ads?
2. Explain websites?
3. What are media sharing sites?
4. What is pay per click? (PPC)
5. What are online communities?
6. What is digital marketing?

(1 x 6 = 6)

PART BAnswer **any seven** questions.

7. What is CRM?
8. What is mobile marketing?
9. Explain social bookmarking sites.
10. What are micro sites?
11. What is SEO?
12. What is search engine advertising?
13. What is micro blogging?
14. What are Short-tail keywords?
15. What is Digital communication?
16. What is a domain name?

(2 x 7 = 14)

PART CAnswer **any five** questions.

17. Explain the advantages of paid search marketing.
18. Explain the importance of Direct Marketing strategy?
19. How will you determine communication objectives?
20. How can you measure the success of E-mail campaign?
21. What are the Considerations to be made before Building a Website?
22. How do search engine's work?
23. Write a note on different channels of communication.
24. What are the characteristics of a good Website?

(5 x 5 = 25)

PART D

Answer **any two** questions.

25. What is interactive marketing? Explain its benefits, drawbacks and how to set up it.
26. Discuss in detail the considerations for developing an effective communication plan.
27. Explain the email marketing campaign process, list the Do's and Don'ts of Email Marketing campaigns.
28. Write a note on Social Media Marketing and explain its advantages and compelling factor to use it. (15 x 2 = 30)
