

**B.B.A DEGREE END SEMESTER EXAMINATION - MARCH 2019****SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA14: ENGAGEMENT PLANNING AND NEW MEDIA***(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all six** questions.

1. Define communication.
2. What is buzz marketing?
3. Explain digital marketing.
4. What are blogs?
5. Explain podcasts.
6. What is search engine optimization? (1 x 6 = 6)

**PART B**Answer **any seven** questions.

7. What is a long tail key word?
8. What is a E-mail marketing?
9. What are wikis?
10. Write a note on online communities.
11. Explain target audience.
12. What are Interstitials?
13. Explain domain name.
14. Explain micro blogging.
15. Define websites.
16. Who is a digital consumer? (2 x 7 = 14)

**PART C**Answer **any five** questions.

17. Explain the ways in which technology is influencing consumer behaviour.
18. Write a note on ethical issues in direct marketing.
19. Explain different methods of Marketing Communications Mix?
20. What are the advantages of Pay-Per-Click (PPC)?
21. Explain the benefits of using social media for marketing
22. What is usability of a website?
23. Explain Social Bookmarking sites.
24. Explain the process of communication. (5 x 5 = 25)

**PART D**

Answer **any two** questions.

25. What are the Considerations to be made before Building a Website?
26. Explain the pros and cons of interactive marketing.
27. Discuss in detail E-mail marketing campaigns. How will measure the success of E-mail campaign?
28. Discuss in detail the customer relationship Management? Explain its advantages.

(15 x 2 = 30)

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