

Reg. No

Name

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA24 : DIGITAL MARKETING
(Common for Regular 2017 Admission & Supplementary 2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the following (1 marks each)**

1. What is CTR?
2. What is white hat SEO?
3. What is a search network?
4. What are lead ads on social media?
5. Define follow-up mails
6. What are location based services in mobile marketing?

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. What is website Analysis?
8. What is blog marketing?
9. What is placement targeting?
10. What is topic targeting?
11. Why should a business use social media to advertise?
12. How can you maintain an identity across all social media platforms?
13. What is responsive email design?
14. Which are the various email marketing tools?
15. What SMS? How is it a mobile marketing tool?
16. Are images important for mobile content?

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. Write a short note on Search Engine Optimization
18. What are the various Email marketing tools and Content creation tools?
19. Explain topic targeting? How is it done on display networks?
20. How to choose keywords for Display Network Campaigns?
21. How do you create an effective social media content strategy?
22. How do you choose the right social network for marketing?
23. What are the different types of emails?
24. Who uses mobile marketing?

(5 x 5 = 25)

Section D

Answer any 2 (15 marks each)

25. How do you optimize a website? What are the steps to do SEO of your website?
26. How does remarketing help in targeting audience? What are the different types of remarketing? What are its benefits?
27. Create a social media strategy to market your online cloth store
28. How is email marketing better than the traditional mail marketing?

(15 x 2 = 30)