

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA14 : ENGAGEMENT PLANNING AND NEW MEDIA
(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A

Answer All the Following (1 Mark each)

1. What is linear communication?
2. What is Google Analytics?
3. What is SEM?
4. Define paid media
5. What is an organic search result?
6. What is an abuse report in email marketing?

(1 x 6 = 6)

Section B

Answer any 7 (2 Marks each)

7. What is 'Think with Google'?
8. Mention any two online campaign that influenced you as a customer.
9. What are the benefits of Microsites?
10. How do search ads help in marketing?
11. How does the digital footprint of a consumer help in marketing?
12. What is the purpose of a portfolio website?
13. What is Black Hat SEO?
14. How do you optimise a URL for SEO?
15. What is a wiki?
16. What is a social bookmarking site?

(2 x 7 = 14)

Section C

Answer any 5 (5 Marks each)

17. How is blogging an effective tool for business marketing? Explain with examples.
18. Write a note on internet video ads. How effective are video ads?
19. What are the ethical issues in direct marketing?
20. How can a website be designed for better usability and accessibility?
21. What are the steps you will follow to create an effective website?
22. How does PPC work?
23. Define the process of paid Search marketing
24. How will you effectively target an email marketing campaign?

(5 x 5 = 25)

Section D**Answer any 2 (15 Marks each)**

25. What are the different types of digital marketing channels you have come across? How is it effective in the present scenario? Explain.
26. Explain the importance of a digital marketing strategy. How do you plan an effective strategy?
27. What are the different levels at which you can optimize a site for search engines? Discuss.
28. Elaborate the steps in planning an email marketing campaign.

(15 x 2 = 30)