

B. B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2019**SEMESTER – 6 : INTEGRATED MARKETING AND NEW MEDIA (CORE COURSE)****COURSE: 16U6CRBBA24: DIGITAL MARKETING***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

SECTION AAnswer **all** the following. (1 marks each).

1. What is web marketing?
2. What is content marketing?-
3. What are app ads?
4. What is Social Media Advertising?
5. What is bounce rate?
6. Why is mobile marketing important? (1 x 6 = 6)

SECTION BAnswer **any seven**. (2 marks each)

7. Why is link building important?
8. What are Meta tags? Why is it important in SEO
9. What is target audience?
10. What are bumper ads?
11. Which are the mostly used social media platforms?
12. What is carousel ad? What is the advantage of using it in social media?
13. What do you mean by relevance in email marketing?
14. What are email newsletters?
15. What is the best content to send via mobile?
16. How is mobile changing viewing habits?

(2 x 7 = 14)

SECTION CAnswer **any five**. (5 marks each)

17. What are keywords? Explain
18. Explain various web marketing tools available today
19. What is the difference Google Display Network and Search Network?
20. What are the 5 major types of business models to run ad campaigns in mobile phones?
21. What is a social media? Why is it important to use social media for advertising?
22. What are SMART goals? Why is it important to set SMART goals?

23. Explain effective email strategies.
24. How has mobile marketing evolved over the years? (5 x 5 = 25)

SECTION D

Answer **any two**. (15 marks each)

25. Why is content important in Search Engine Optimization? How does content help in web marketing? Explain with suitable examples.
26. Explain mobile display advertising? What are the various types of mobile ads? How can you target audience in mobile display advertising?
27. Which are the various social media platforms available? How can you utilize each of the platform to market your business? Explain with suitable examples.
28. What are the different types of emails? Why headlines or subject is important in email marketing? (15 x 2 = 30)
