

BBA DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U4CRBBA14 : ENGAGEMENT PLANNING AND NEW MEDIA***(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. Who are social media influencers?
2. Expand AIDA.
3. Identify the role of opinion leaders in marketing.
4. Define micro sites
5. Define the term Offsite SEO
6. Define the term CTR in email marketing

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Mention any two online campaign that influenced you as a customer.
8. What are the two ways through which you can reach out to the target audience in marketing communication?
9. Explain frequency of message in media?
10. Who are bloggers?
11. What is the purpose of a portfolio website?
12. explain the term widgets with the help of an example
13. What is Black Hat SEO?
14. What do you understand by the term 'crawling' on the web?
15. Write a short note on social networks.
16. What is the main disadvantage of email marketing?

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. How is blogging an effective tool for business marketing? Explain with examples.
18. Explain the term Buzz marketing , List the advantages of Buzz marketing
19. Explain the term search ads Identify different types of search ads
20. Explain the different tools for digital marketing
21. Explain the uses of website in digital marketing. Why is it important for a company to own a website?
22. Write a brief note on SEO.
23. How does SEO help in digital marketing? How is it useful to market your product?
24. How does social media help in marketing a product? Discuss with examples from popular social media platforms you use.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What are Direct Marketing Channels? What are the ethical issues in direct marketing?
 26. Explain the major differences which can be observed in digital marketing from the traditional marketing
 27. Discuss various techniques which can be used for building SEO
 28. What are the different types of social media? How are they used for marketing?
- (15 x 2 = 30)**