

B B A DEGREE END SEMESTER EXAMINATION - APRIL 2021**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U6CRBBA24 : DIGITAL MARKETING***(For Regular - 2018 Admission & Supplementary 2016/2017 Admissions)*

Time : Three Hours

Max. Marks: 75

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

1. What is on-site SEO?
2. What is black hat SEO?
3. What are carousel ads on social media?
4. What is a holiday email?
5. What is B2C communication?
6. What are app ads?

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

7. Explain SEO
8. Explain Indexing
9. What is a search network?
10. Explain Skippable video ads
11. What is a content plan?
12. What is website traffic?
13. How do you test deliverability of the email?
14. Why headlines or subject is important in email marketing?
15. What does Location Based Services (LBS) mean?
16. How is SMS different from MMS?

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

17. Do you think digital marketing marketing is important in the present world? Substantiate
18. What are the various social media marketing tools? Explain
19. What are the types of Display ad campaigns? How Display Ads are priced and ranked?
20. How display advertising is utilised in mobiles?
21. What are the different types of social media ads? Explain
22. Write a short note on social media marketing
23. Why is email marketing important? Explain
24. What are the dos and don'ts in mobile marketing?

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. What is SEO? What is the role of SEO in marketing? How does SEO help in your marketing?
26. How can you target audience on the display network? What are various types of targeting? Explain
27. What is social media marketing? What is its importance in the current scenario? Explain
28. How will you plan an email marketing campaign for Pepsi?

(15 x 2 = 30)