

BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U5CRBBA19 : ENGAGEMENT PLANNING AND NEW MEDIA
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A
Answer All (1 mark each)

1. Define micro sites.
2. Define the term image analysis.
3. Define the term customer engagement.
4. What is response rate ?
5. Identify the situations where SAS can be used.
6. Define the term Spam E mail.
7. Explain the term customer engagement analytics.
8. What is Indexing in search engines?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain the method of categorising the target audience.
10. Who are social media influencers?
11. Explain the term widgets with the help of an example.
12. List the five sources of data from a website
13. Explain the importance of contact details of the firm in a website.
14. What is a Meta tag?
15. What are e Commerce websites? Give two examples.
16. Explain the term customer engagement with the help of examples.

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain how data analytics improve customer service.
18. Explain Mobile marketing and social media marketing. How have these channels become more relevant than ever?
19. How do you execute and evaluate your digital marketing strategy? Explain.
20. Explain the importance of words in website.
21. Customer engagement is important in modern world. Explain.
22. Write a brief note on Direct Marketing Channels.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. How is digital marketing different from traditional marketing - Explain.
24. What is interactive marketing? Discuss the advantages and disadvantages of interactive marketing. Discuss the different modes of interactive marketing.
25. Discuss the different ways to improve B2B customer engagement.
26. What is paid search marketing? What are the advantages of using such marketing? Explain with suitable examples.

(10 x 2 = 20)