

Reg. No

Name

23U447

BBA DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U4CRBBA15: DIGITAL MARKETING

(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is B2B communication
2. Define Search Engine, Which is the largest Search Engine in the world?
3. State any one major advantage of SEO in marketing
4. Explain collection ads on social media
5. Define follow-up mails
6. List the various types of social media
7. Explain copy
8. What are app ads?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain Indexing
10. Explain the best time to send emails Give reasons
11. How do you analysis spam?
12. What are google display network?
13. Explain the term 'Target Audience' in social media advertising.
14. Why is it not recommended to excessively use Hashtags?
15. What are keywords?
16. How speed of site affect mobile marketing

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the advantages and disadvantages of long tail and short tail keywords.
18. Mention few goals of your business for social media marketing?
19. Explain MMS marketing
20. What are the various mobile display ads?
21. Explain the different methods used for measuring the success of an email marketing
22. Write a short note on Search Engine Optimization

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Why is content important in social media marketing. How can you make use of content to achieve your business goals? Explain
24. Explain youtube display ads. What are the various types of youtube ads? How do you create a great YouTube display ad?
25. Explain the points to be considered while creating an email copy
26. What is SERP? How do you use search engine as a tool to market your product and services?

(10 x 2 = 20)