

Reg. No .....

Name .....

23U547

**B B A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**  
**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 19U5CRBBA19 : ENGAGEMENT PLANNING AND NEW MEDIA**  
*(For Regular 2021 Admission and Supplementary 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Identify the situations where SAS can be used.
2. Explain the term Re marketing.
3. Define the term Offsite SEO.
4. Explain the term frequency of message in media ?
5. Define the term linear communication.
6. What is website?
7. Define Digital Footprint.
8. Define the term customer engagement with any example of your choice.

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Define voice search.
10. State two advantages of email marketing.
11. What is the purpose of a portfolio website?
12. Explain the challenges of B2B engagement.
13. Explain the methods in locating the target audience.
14. Explain the term interstitials.
15. Explain the term domain name in a website, explain the importance of domain name.
16. Explain the term integrated marketing communication?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. How to measure the B2B customer engagement
18. Discuss the ways to test the effectiveness of an email marketing campaign?
19. Write a short note on digital marketing strategy. Why is it important?
20. How does social media help in marketing?
21. Who is the target audience if you are to market a vacuum cleaner? How do you reach out to them using digital Communication media.
22. Explain reach, frequency and impact of media.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Explain the term frequency in media communication. Discuss the factors that determine the frequency.
24. How is digital marketing different from traditional marketing? Explain.

25. Explain different ways to use analytics to improve customer engagement.
26. Discuss various techniques which can be used for building SEO.

**(10 x 2 = 20)**