

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2024**SEMESTER 4 - INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA15 - DIGITAL MARKETING***(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. What is placement targeting?
2. Explain a holiday email.
3. What is long tail key word in SEO?
4. Explain carousel ads on social media.
5. Describe the term Quick Response codes.
6. Explain lead ads in social media.
7. Define Off site SEO.
8. Define survey emails.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Write a short note on Facebook.
10. How is email marketing measurable and flexible?
11. What is the difference between search network and display network?
12. What is customer notification in mobile marketing.
13. How does social media help in creating brand awareness?
14. Explain the different types of search engines.
15. What is anchor text?
16. Why including video content is important for email marketing?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. How do you target your audience on mobile display network?
18. Explain how to establish social media goals that align with business goals.
19. Explain 6 part model for winning SEO.
20. Explain the possibility of Whatsapp in mobile marketing.
21. Why is email marketing important? Explain.
22. Explain the role of search engines in web marketing.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Which are the various social media platforms available? How can you utilise each of the platform to market your business? Explain with suitable examples.
24. How is keywords important in display advertising? How to choose keywords for Display Network Campaigns?
25. How is email marketing better than the traditional mail marketing?
26. How do you employ digital marketing for your ethnic wear Shop? Explain.

(10 x 2 = 20)