

Reg. No

Name

24U547

B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U5CRBBA19 : ENGAGEMENT PLANNING AND NEW MEDIA
(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Explain the term reach of media.
2. Explain the term breadcrumb trail in website.
3. Define Digital Footprint.
4. Discuss the meaning of Integrated Marketing Communication.
5. Explain data base data sources.
6. Explain the term Mobile marketing, identify any one method of mobile marketing.
7. Expand AIDA.
8. Define the term Offsite SEO.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the importance of contact details of the firm in a website.
10. Explain the method of categorising the target audience.
11. Define voice search.
12. Identify the difference between organic and inorganic search results
13. Explain the challenges of B2B engagement.
14. Differentiate the terms domain and hosting for a website?
15. Mention any two online campaign that influenced you as a customer.
16. Identify the channels for advertising on social media?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Analyse the dos and don'ts one should follow while opting for email marketing?
18. Explain how data analytics improve customer service.
19. Write a short note on the tools of integrated marketing communication.
20. Explain the difference between digital marketing and traditional marketing.
21. What are the steps in identifying the target audience for digital marketing communication?
22. Explain Mobile marketing and social media marketing. How have these channels become more relevant than ever?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Elaborate the steps in planning an email marketing campaign.
24. Discuss the ethical issues in direct marketing with the help of examples.
25. Explain different ways to use analytics to improve customer engagement.
26. Discuss the process of choosing an effective domain name for a website.

(10 x 2 = 20)