B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025

SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : **19U4CRBBA15 : DIGITAL MARKETING**

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. Explain stories ads on social media.
2. Define Search Engine; Which is the largest Search Engine in the world.
3. Explain email marketing.
4. Explain carousel ads on social media.
5. Explain Contextual targeting.
6. Explain Link Building.
7. What is B2B communication?
8. Explain follow-up mails.

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. How does social media help in creating brand awareness?
10. Explain Image advertising.
11. Explain keyword analysis.
12. Explain the term anchor text.
13. Why is it not recommended to excessively use Hashtags?
14. What is SMS? How is it a mobile marketing tool?
15. Why do you send emails during weekends?
16. Why including video content is important for email marketing?

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain the role of search engines in web marketing.
18. Explain MMS marketing.
19. Explain how to establish social media goals that align with business goals.
20. Write a short note on Search Engine Optimization.
21. Explain the different methods used for measuring the success of an email marketing.
22. How do you combine various targeting methods in display networks? Explain with suitable examples.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Explain the different types of social media ads? Explain the advantages of using various types of social media ads? Explain with suitable examples.

24. How does remarketing help in targeting audience? What are the different types of remarketing? What are its benefits?

25. Explain the dos and don'ts for an email marketing campaign.

26. How do you employ digital marketing for your ethnic wear Shop? Explain.

(10 x 2 = 20)