

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 4 : BUSINESS ANALYTICS****COURSE : 23U4CRBBA14 : DIGITAL MARKETING ANALYTICS***(For Regular 2024 Admission)*

Time : Three Hours

Max. Marks: 60

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

1. Explain sponsored content ads on social media.
2. Explain direct mails.
3. State any one major advantage of SEO in marketing.
4. What is remarketing?
5. Explain the term black hat SEO.
6. Explain the term push notifications.
7. Define follow-up mails.
8. What is placement targeting?

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

9. Explain the mobile advergaming.
10. How do you create attractive content for emails?
11. Why should you use email marketing as a promotional tool?
12. Why is it not recommended to excessively use Hashtags?
13. Write a short note on Facebook.
14. Explain the term website Analysis.
15. Define the terms long tail and short tail keywords.
16. What is target audience?

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

17. How is mobile changing viewing habits?
18. Explain various email marketing tools.
19. Distinguish the features of traditional and digital marketing.
20. How do you plan a email marketing campaign?
21. How do you track and analyse your social media marketing activities? Explain.
22. Mention few goals of your business for social media marketing.

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

23. Create a social media strategy to market your online cloth store.
24. Explain the points to be considered while creating an email copy.
25. Define the term SEO, Explain the role of SEO in marketing, and how SEO help in your marketing activities.
26. What are the various mobile marketing methods? Explain how it is important in the present scenario.

(10 x 2 = 20)