

**B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025****SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA19 : ENGAGEMENT PLANNING AND NEW MEDIA***(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Explain the term display ad.
2. Define the term customer engagement with an example.
3. Explain the term broadcast media with the help of an example.
4. Explain the term database.
5. Define the term Black hat in SEO.
6. Mention any two tools used to track customer journey.
7. Expand AIDA.
8. Explain the term breadcrumb trail in website.

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

9. What is indexing? What is its purpose?
10. Explain the term outdoor advertising with the help of some examples.
11. What does website usability imply?
12. Give two ways to measure the success of an email marketing campaign.
13. What is a domain name and how is it important?
14. Explain the two data source types.
15. Explain why the identification of the target audience is important for a business.
16. Explain the methods in locating the target audience.

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

17. Explain the strategic benefits of customer engagement.
18. Explain the uses of CRM implementation in an organisation.
19. Discuss at least five types of ads and promotions one can place online for digital marketing.
20. Explain how to choose an effective domain name for a website.
21. Explain how data analytics improve customer service.
22. Discuss the marketing communication objectives.

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

23. Illustrate with examples how companies use personalisation to improve customer loyalty.
24. What is interactive marketing? Discuss the advantages and disadvantages of interactive marketing. Discuss the different modes of interactive marketing.

25. Discuss the characteristics of an effective website with help of examples.
26. What are the innovative features that have come up in search engine marketing? Do you think Search engine marketing is relevant in the present scenario?

**(10 x 2 = 20)**