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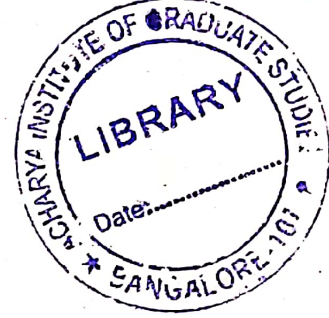
VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Digital Marketing

Paper : MK - 6.5

(CBCS Scheme (F) Regular 2019-20)



Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates:*

Answer should be written in English only.

**SECTION - A**

I. Answer any **Five**. Each carries **two** marks.

(5×2=10)

1. a. Expand SEO and SEM.
- b. Define Email marketing.
- c. What do you mean by competitor analysis?
- d. What is meant by conversion Rate?
- e. Give the meaning of Campaign.
- f. Write note on off page optimization.
- g. What do you mean by demographic Targeting?

**SECTION - B**

II. Answer any **Three** questions. Each question carries **five** marks.

(3×5=15)

2. What are the advantages and disadvantages of competitor analysis?
3. Explain the digital marketing campaign creation process.
4. Explicate the importance of track offline conversion.
5. Write detailed notes on crisis management.

[P.T.O.]





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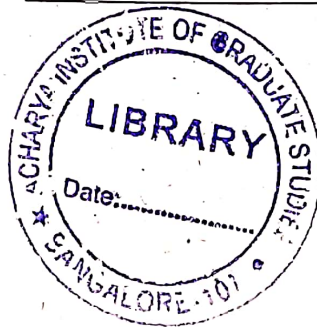
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SECTION - C

III. Answer any **Three** questions. Each question carries **15** marks.

(3×15=45)

6. Discuss the various digital marketing platforms in detail.
7. Define SEO. Explain its trends in detail.
8. Elucidate the paid platforms in search Engine Marketing.
9. Explain the various types of social media Marketing.





35627

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Digital Marketing

(CBCS Scheme F and R)

Paper : MK 6.5

Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates :*

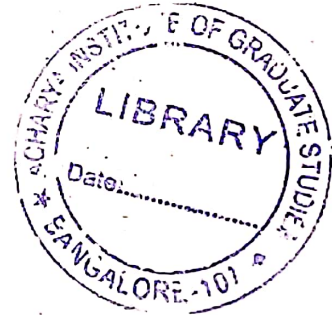
Answers Should be written in English only.

## SECTION - A

Answer any **Five** questions. Each question carries **Two** marks:

(5×2=10)

1. a) What do you mean by competition analysis?
- b) List any four components of digital infrastructures.
- c) What is on-page optimization?
- d) Give the meaning of search engine marketing.
- e) Define E-mail marketing.
- f) What is track off-line conversions?
- g) State any four importance of digital marketing.



## SECTION - B

Answer any **Three** questions. Each question carries **Five** marks.

(3×5=15)

2. Briefly explain campaign creation process.
3. Differentiate between real marketing v/s digital marketing.
4. Write the analysis of conversion data.
5. Explain the advantages of Youtube advertising.

[P.T.O.]





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35627

SECTION - C

Answer any **Three** questions. **Each** question carries **Fifteen** marks.

(3×15=45)

6. Explain the evolution of on-line communities.
7. Explain the scope of digital marketing.
8. Discuss the types of SEO in digital marketing.
9. Explain the creation, streaming and measuring of mobile Ads.

