

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-304

Subject: Digital Marketing

Time : 2 Hours

Maximum Marks :75

**Note: Attempt three questions including question no.1 which is compulsory. All questions carry equal marks.**

- Q1 Write a short note on:
- (a) Difference between traditional and digital marketing.
  - (b) Integrated Internet Marketing Communication (IIMC).
  - (c) Search Engine Marketing (SEM).
  - (d) Tracking mobile marketing performance.
- Q2 In your opinion, does Digital Marketing deserve appreciation as an effective communication medium? Express your opinion in light of the growth of DM as a vital tool of marketing.
- Q3 Discuss the micro-environmental elements of internet related to marketing. Design a marketing strategy for a product of your choice by incorporating all these elements.
- Q4 Differentiate the marketing mix of digital marketing Vs. traditional marketing. Give examples.
- Q5 What is opt-in-e-mail-Permission Marketing? How important are blogs as a digital promotion technique? Give examples.
- Q6 Content is king in Digital Social Media Marketing (DSMM). But your content should have the right kind of keywords. Why are keywords so important? What are different types of classifying keywords? Discuss.
- Q7 Imagine yourself as an owner of utensils business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in promotion of your venture. Discuss.
- Q8 Explain the significance of mobile marketing, along with the types of mobile marketing.