

(Please write your Exam Roll No.)

Exam Roll No. 00314201221

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-304

Subject: Digital Marketing

BBA (CAM)-304

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No1 which is compulsory

- Q1. Attempt **any five** of the following questions: (5x5=25)
- (a) Explain the concept of Search Engine Optimization (SEO). How does it differ from Pay-Per-Click (PPC) advertising?
 - (b) Define content marketing and describe its importance in digital marketing.
 - (c) What is the role of social media in digital marketing? Name at least three popular social media platforms used by businesses.
 - (d) Discuss the importance of email marketing in a digital marketing strategy. What are some best practices for effective email campaigns?
 - (e) What is influencer marketing, and how can it benefit a brand? Provide an example of a successful influencer marketing campaign.
 - (f) Describe the term 'customer journey' in digital marketing. Why is it crucial for marketers to understand this journey?
- Q2 Explain the AIDA model in the context of digital marketing. How can businesses apply this model to create effective marketing campaigns? Provide relevant examples. (12.5)
- Q3 Discuss the role of analytics in digital marketing. How can tools like Google Analytics help businesses in measuring the success of their online campaigns? (12.5)
- Q4 Describe the process of developing a digital marketing strategy. What are the key components that should be included in this strategy? (12.5)
- Q5 Examine the impact of mobile marketing on consumer behavior. How can businesses optimize their digital marketing efforts for mobile users? (12.5)
- Q6 What is the significance of video marketing in today's digital landscape? Discuss the steps involved in creating a compelling video marketing strategy. (12.5)
- Q7 Analyze the ethical considerations in digital marketing. How can businesses ensure they maintain ethical standards while engaging in digital marketing practices? (12.5)
