(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JUNE 2025

Paper Code: BBA-304/BBA(CAM)-304 ***Subject: Digital Marketing***

Time: 3 Hours **Maximum Marks: 75**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **Any Five** of the following questions: **(5x5=25)**

(a) Define digital marketing. How is it different from traditional marketing?
(b) Briefly explain the 7Ps of digital marketing.
(c) What is Search Engine Optimization (SEO)? State any two techniques used in SEO.
(d) Explain the role of mobile apps in mobile marketing.
(e) What are the key metrics used in web analytics?
(f) Explain the concept of viral marketing with an example.
(g) Differentiate between B2B and B2C internet marketing.
(h) What are online partnerships in digital marketing?

Q2 Explain the key components of an internet marketing strategy. How can organizations effectively use digital channels to engage customers and build loyalty? **(12.5)**

OR

Q3 Discuss in detail the online buyer Behavior model. How does understanding buyer Behavior help in crafting better digital marketing strategies? **(12.5)**

Q3 What is website optimization? Describe the essential features of a well-optimized website concerning user experience and search engines. **(12.5)**

OR

Q4 Explain the process of designing and structuring a website for digital marketing. How does content development and testing influence customer experience? **(12.5)**

Q4 Discuss Search Engine Marketing (SEM) and compare it with SEO. Also, explain the benefits and limitations of both. **(12.5)**

OR

Q5 Write a detailed note on content marketing. How is it integrated into social media and email marketing strategies? **(12.5)**

Q5 What is Social Media Marketing (SMM)? Explain how content for social media campaigns is created, managed, and tracked. **(12.5)**

OR

Q6 Discuss mobile marketing and its tools. How do marketers track the performance of mobile campaigns? **(12.5)**

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