

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-304

Subject: Digital Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. N.1 which is compulsory.  
All questions carry equal marks.

- Q1 Write short notes on **any three**:-
- (a) Digital Marketing vs Traditional Marketing
  - (b) Online Marketing Mix
  - (c) Web Analytics
  - (d) B2B and B2C internet marketing
  - (e) Testing content
- Q2 Explain the scope of digital marketing. Discuss the importance of digital marketing in today's era.
- Q3 (a) Define Website. What are the steps involved in website design planning.  
(b) Explain the various methods used to determine users requirement.
- Q4 What is Integrated Internet Marketing Communication (IIMC). Explain the objectives and also discuss the various tools which helps in measuring the performance of marketing efforts of a business.
- Q5 What is E-mail marketing. Discuss the various types of e-mail. Elaborate the importance of email marketing for a company.
- Q6 Write note on **any two**:-
- (a) Viral Marketing
  - (b) Blogs
  - (c) Content Marketing
- Q7 What do you understand by Social Media Marketing. Explain the importance of it and recognise the ways to make social media marketing effective.
- Q8 Define mobile marketing. Explain various methods of mobile marketing by elaborating the various advantage of mobile marketing.

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