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)**

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