Program: BBA(Computer Application)   **Semester: III**   **SET: A**
Program (Specific): BBACA07   **Course Type: CC**
Class: SYBBACA   **Max.Marks: 70**
Name of the Course: Digital Marketing
Course Code: 23-BBACA231   **Time: 2:30 Hrs.**
Paper: -

Instructions to the candidate:
  1) *There are 4 sections in the question paper. Write each section on separate page.*
  2) *All Sections are compulsory.*
  3) *Figures to the right indicate full marks.*
  4) *Draw a well labelled diagram wherever necessary.*

Section A

Q1) Answer the following   **[10 x 1 =10 marks]**
  1. What is the primary goal of digital marketing?
     a) Increasing website traffic   b) Boosting social media engagement
     c) Generating leads and sales   d) Improving brand awareness
  2. Which of the following is a key component of SEO (Search Engine Optimization)?
     a) Email marketing   b) Keyword research
     c) Pay-per-click advertising   d) Social media management
  3. Which social media platform is best suited for sharing visually appealing images and videos?
     a) Facebook   b) LinkedIn   c) Instagram   d) Twitter
  4. What does ROI stand for in digital marketing?
     a) Return on Investment   b) Reach of Influence
     c) Rate of Involvement   d) Revenue of Interest
  5. Which of the following is NOT a common digital advertising format?
     a) Banner ads   b) Infographics   c) Pop-up ads   d) Radio ads
  6. What is the term for the process of segmenting a target audience into smaller, more specific groups based on shared characteristics?
     a) Market analysis   b) Targeting   c) Segmentation   d) Positioning
  7. Which email marketing metric measures the percentage of recipients who opened an email?
     a) Click-through rate (CTR)   b) Conversion rate   c) Open rate   d) Bounce rate
  8. SMS stands for……….
     a) Social Media Service   b) Short Message Service

c) Social Message Service   d) Short Media Service
9. What is the purpose of A/B testing in digital marketing?
   a) Analyzing website traffic   b) Identifying competitor strategies
   c) Testing two variations to determine which performs better
   d) Creating customer personas
10. Which online advertising model allows advertisers to pay only when a specific action is completed, such as a sale or lead submission?
    a) Cost-Per-Impression (CPM)   b) Cost-Per-Click (CPC)
    c) Cost-Per-Action (CPA)   d) Cost-Per-View (CPV)

Section B

Q2) Answer the following (solve any 10)   **[10 x 2 =20 marks]**
1. What is digital marketing?
2. SEO stands for?
3. What is PPC advertising?
4. Define social media marketing?
5. What is email marketing?
6. Define content marketing?
7. Write formula for conversion rate?
8. What is a landing page?
9. Define A/B testing?
10. What is a CRM system?
11. Define influencer marketing?
12. What is a lead magnet?

Section C

Q3) Answer the following (solve any four)   **[4 x 5 =20 marks]**
1. What are the primary goals of digital marketing, and how do they differ from traditional marketing?
2. Describe the role of customer personas in digital marketing and how they help in the right audience. Provide an example.
3. Discuss the importance of keyword research in SEO.
4. Explain cost estimating procedure for digital marketing.
5. Explain e-marketing plan.
6. Write a note on SWOT analysis.

Section D

Q4) Answer the following (solve any four)   **[4 x 5 =20 marks]**
1. Explain the SMART goals.
2. Explain website layout with diagram.
3. Discuss process of website optimization.
4. Explain types of SEO.
5. Discuss CRM platform.
6. Explain steps in web analytics process.