



Total No. of Questions: 5/31

Total No. of Pages:

SECOND YEAR (BBACA)
B BA23207: Digital Marketing
(Semester III)

Program: BBA(Computer Application)
Program Specific: BBACA07
Course Type: Minor-1
Paper: -

Credits: 4
Time: 3 Hours
Max. Marks: 60
SET: A

Instructions to the candidate:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw a well labelled diagram wherever necessary.

SECTION: A

Q1) Answer the following.

[1 X 10 =10]

1. What does E-Commerce stand for?
a) Electronic Commerce
b) Electronic Communication
c) Electronic Compiling
d) Electronic Computing
2. Which of the following is NOT a CRM platform?
a) Salesforce b) HubSpot c) MS Word d) Zoho
3. A CRM platform helps businesses with:
a) Managing customer interactions
b) Creating video content
c) Writing code
d) Designing logos
4. Which of the following is a social networking platform?
a) Facebook
b) Google Analytics
c) Adobe Photoshop
d) Microsoft Word
5. Creating a Facebook page is an example of:
a) Social Media Marketing
b) SEO
c) Email Marketing
d) Web Design
6. CRM stands for:
a) Customer Relationship Management
b) Customer Resource Management
c) Client Relationship Management
d) Corporate Resource Management
7. Which is example of search engine?
a) Google Search b) Yahoo! c) Yandex d) All of the above

8. Affiliate Marketing is best described as:
 - a) Selling physical products
 - b) Earning commissions by promoting other companies' products
 - c) Creating social media posts
 - d) Managing online communities

9. Which of the following is NOT a digital marketing channel?
 - a) Social media
 - b) TV commercials
 - c) Email
 - d) SEO

10. Which of the following is NOT typically a branch of freelancing?
 - a) Video Making
 - b) Writing
 - c) Programming
 - d) Stock Trading

SECTION: B

Q2) Answer the following (Attempt any 10/12) [2 X10 = 20]

1. Explain the concept of Digital Display Marketing.
2. What is the difference between Digital and Real Marketing?
3. Define the term "Target Group Analysis."
4. Give the importance of Content Management in Digital Marketing.
5. What are the key components of a Digital Marketing Plan?
6. How does SEO content differ from regular content?
7. Discuss the importance of CRM in customer retention.
8. What are the types of publications on Facebook?
9. What is a role of web design in digital marketing?
10. What are the features of the LinkedIn marketing platform?
11. What is Google Keyword Planner used for?
12. Describe the process of creating a Facebook Ad.

SECTION: C

Q3) Answer the following (Attempt any 4/6) [5X4 = 20]

1. Explain the process of Search Engine Marketing.
2. Discuss the various types of Digital Marketing Channels.
3. List and explain types of Content Management System.
4. How do you optimize a website for better performance?
5. What is the role of CRM models in modern businesses?
6. How can businesses use YouTube for marketing?

SECTION: D

Q4) Answer the following (Attempt any 2) [2X 5 = 10]

1. Discuss the role of Social Media Marketing in modern businesses.
2. Explain the term E-Mail Marketing in details.
3. Explain the process and benefits of SEO optimization for a new website.