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B.M.S COLLEGE FOR WOMEN
BENGALURU – 560004

V SEMESTER END EXAMINATION – JAN/FEB – 2024

B.B.A. - DIGITAL MARKETING
(NEP Scheme 2021-22 onwards)

Course Code: BBA5VC01B
Duration: 2 ½ Hours

QP Code: 5604
Max. Marks: 60

SECTION-A

1. Answer any Five of the following questions. Each question carries Two Marks. (5x2=10)

- Define SEO.
- Cite two examples of browser-based analysis tools.
- Explain the meaning of Conversion Rate.
- Cite any two uses of Google Analytics.
- Define the meanings of on-page optimization and off-page optimization.
- List any two significances of email marketing
- List the types of Cyber Crimes.

SECTION-B

Answer any Four of the following question. Each question carries Five Marks. (4x5=20)

- Briefly illustrate the ways for creating effective and unique email content.
- Compare between Google AdWords and Google AdSense citing proper examples.
- Summarize briefly the ways in which businesses integrate YouTube advertising efforts with other digital marketing channels to enhance overall conversion performance.
- Interpret the primary purpose of web analytics, and the ways it can contribute to the overall success of an online business or website.
- Write a brief note on content marketing.

SECTION-C

Answer any Two of the following question. Each question carries Twelve Marks. (2x12=24) [BTL 3,4,5]

- Explain the various digital marketing platforms in detail citing relevant examples.
- Explain briefly the meaning of search engine optimisation and articulate various SEO tools in detail citing relevant examples and their implications in business.
- Explain the various types of Social Media Marketing in detail with relevant exemplifications.

SECTION-D

Answer any One of the following questions, carries Six Marks.

(1x6=6)

10. ABC Company, a leading provider of innovative tech solutions, sought to enhance its online presence and engage with a broader audience through an effective social media marketing strategy. The company seeks to implementing and optimize social media marketing to achieve brand awareness, customer engagement, and business growth by:

- a. Enhancing brand visibility and awareness in digital space
- b. Fostering meaningful engagement with the target audience
- c. Driving traffic to company website and generate leads

Elucidate the strategies to be adopted by ABC companies to enhance their online presence and to engage with larger audience base.

11. Illustrate briefly the benefits of participating in social media forums for individuals and businesses.
