

V Semester B.B.A. Examination, February/March 2024 (NEP Scheme) (Freshers) BUSINESS ADMINISTRATION 5.6(B): Digital Marketing

Time: 2½ Hours Max. Marks: 60

Instruction: Answers should be written completely in English.

SECTION - A

Answer any 5 sub-questions. Each sub-question carries 2 marks. (2×5=10)

a) Give the meaning of Digital Marketing with an example.

- b) What do you mean by Google Algorithms ? One and the analysis and
- c) Give the meaning of Google AdWords.
- d) Mention any two components of Google Ads.
- e) What is Social Media Ad Specs?
- f) Give any two examples for social media marketing.
- g) What is conversion optimizer?

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Answer any 3 questions. Each question carries four marks.

 $(4 \times 3 = 12)$

- 2. How to effectively promote the content in digital marketing?
- 3. Briefly explain the different types of Traffic in Search Engine Optimisation.
- 4. Explain the different keyword match types.
- 5. What are the different social media automation tools available in social media marketing?
- 6. Write a note on Track offline conversation.



POUR MOVEMBURG SECTION - C X 1 A S & researed V

Answer any 3 questions. Each question carries 10 marks.

 $(10 \times 3 = 30)$

- 7. What is E-mail marketing platform? Briefly explain the importance of E-mail marketing with suitable examples.
- 8. Write a note on the following:
 - a) Page Rank tools
 - b) Open site explorer
 - c) Google webmaster.
- 9. What is Google Ads? Explain the different types of Google Ads with suitable examples.
- Explain the different types of social media marketing platform with its usage in business world.
- 11. What do you mean by YouTube Ad conversation? Explain the types of conversations.

SECTION - D'Orda bi sibelle au la sala de la

Answer any one question. Each question carries 8 marks.

 $(8 \times 1 = 8)$

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- 12. Explain the key digital marketing activities needed for competitive success.
- Identify the different metrics used in digital marketing.