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DVBB510

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V Semester B.B.A./B.B.A.M. Degree Examination, March/April - 2024

BUSINESS ADMINISTRATION/AVIATION

Digital Marketing

(NEP Scheme)

Paper : 5.6

Time : 2½ Hours

*Instructions to Candidates:*

Answers should be written in English only.



Maximum Marks : 60

**SECTION - A**Answer any **Five** of the following questions. Each question carries 2 marks. (5×2=10)

1. a) Define conversion tracking and its significance in digital marketing.
- b) Name any two social media automation tools.
- c) Name two kinds of traffic relevant to SEO.
- d) Define google adsense.
- e) Why business should consider advertising on youtube?
- f) Define on-page and off-page optimization in SEO.
- g) Define google Analytics.

**SECTION - B**Answer any **Four** of the following questions. Each question carries 5 marks. (4×5=20)

2. Discuss the challenges and solutions associated with tracking and optimizing offline conversions.
3. Explain the strategies for driving leads and sales from youtube ads.
4. Provide an overview of reputation management in the context of web analytics.
5. Explain the concept of ROI in social media marketing and how it is measured.
6. Discuss the options for allowing and blocking ads in google adsense.

**[P.T.O.]**



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**SECTION - C**

Answer any **Two** of the following questions. Each question carries **12** marks.

**(2×12=24)**

7. Elaborate on the components of an effective email content creation process.
8. Explain the growth of SEO in recent years, citing specific trends and statistics.
9. Analyze and explain the features and benefits of google Tag Manager in the context of web analytics.

**SECTION - D**

**(Skill Development)**

Answer any **One** of the following questions. Each questions carries **6** marks.

**(1×6=6)**

10. Examine the concept of digital media and benefits to be derived.
  11. Recognise the core features of CRM and retention programmes.
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