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V SEMESTER B.B.A. DEGREE EXAMINATION, JANUARY/FEBRUARY 2025

BUSINESS ADMINISTRATION

Digital Marketing

(NEP Scheme 2021 Regular)



Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any Five of the following. Each question carries 2 marks.

(5×2=10)

1. a) What do you mean by Email Marketing?
- b) What is off-page optimization?
- c) Give the meaning of SEO.
- d) What is web Analytics?
- e) What do you mean by you tube marketing?
- f) Expand-GAIQ.
- g) Give the meaning of Digital Marketing.

SECTION - B

Answer any Four questions. Each question carries 5 marks.

(4×5=20)

2. Discuss the benefits of Instagram Marketing.
3. Explain the Needs of Digital Marketing.
4. List out the benefits of youtube Advertising.
5. Write a note on open rates and CTR-Email.
6. Explain the different types of Conversion tracking.

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SECTION - C

Answer any Two questions. Each question carries 12 marks. (2×12=24)

7. Explain the different types of web.Traffic in digital Marketing.
8. Explain the different digital marketing plat forms.
9. Explain the advantages and disadvantages of social media marketing.

SECTION - D

Answer any One question carries 6 marks. (1×6=6)

10. Explain the Digital Marketing activities for successful Business.
11. List out the Metrics used in Digital Marketing.