



**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

1. 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 ?
 - 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 ?

SECTION – B

Answer **any 3** questions. **Each** question carries **four** marks. **(4×3=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.



SECTION – C

Answer **any 3** questions. **Each** question carries **10** marks. **(10×3=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.
10. 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

Answer **any one** question. **Each** question carries **8** marks. **(8×1=8)**

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