



Fifth Semester B.B.A. Examination, December 2024/January 2025

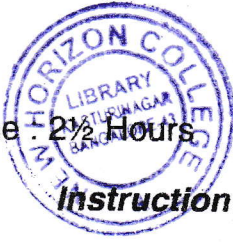
(NEP) (Freshers and Repeaters)

BUSINESS ADMINISTRATION

5.6(B) : Digital Marketing

Time : 2½ Hours

Max. Marks : 60



Instruction : Answers should be written **completely** in **English** only.

SECTION – A

Answer **any 5** sub questions. **Each** sub question carries **2** marks :

(5×2=10)

1. a) Define digital marketing.
- b) What is search engine optimization ?
- c) What is meant by display planner ?
- d) What are create review extensions ?
- e) Write the meaning of social media marketing.
- f) What is meant by twitter marketing ?
- g) What is optimizing conversions ?

SECTION – B

Answer **any 3** questions. **Each** question carries **4** marks :

(4×3=12)

2. State the benefits of digital marketing.
3. Discuss the importance of search engine optimization.
4. Briefly discuss the Ad approval process.
5. Discuss web analytics tools.
6. Explain the types of video-ads.

SECTION – C

Answer **any 3** questions. **Each** question carries **10** marks :

(10×3=30)

7. What is E-mail marketing ? Explain the benefits of E-mail marketing.
8. How Google Algorithm works on Page Optimisation (OPO) ? Explain.

P.T.O.



9. Discuss the configuring channels and ads allowing and blocking ads.
10. Write a note on the following :
 - a) Google tag manager
 - b) Instagram marketing
 - c) ROI in social media marketing.
11. Discuss the advantages and disadvantages of YouTube advertising.

SECTION – D

Answer **any one** question. **Each** question carries **8** marks :

(8×1=8)

12. a) Describe your expectations from social media marketing for your business.
 - b) Is it possible to track offline conversions on facebook ? Discuss.
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