239404 **BBVOC-502**

V Semester B.B.A. Degree Examination, December/January - 2025/26
(NEP Scheme Freshers and Repeaters)
BUSINESS ADMINISTRATION
Digital Marketing
Paper - 5.6(B)

NEW HORIZON COLLEGE
LIBRARY
KASTURINAGAR
BANGALORE-43

Time : 2½ Hours **Maximum Marks : 60**

***Instructions*:**

Answer should be written completely in English only.

SECTION - A

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

1. a) Give the meaning of Digital Marketing.

   b) Mention any two types of video ads.

   c) Expand GAIQ, OPO.

   d) What do you mean by Cost per click?

   e) Write the meaning of social media analytics.

   f) List any two components of Google Ads.

   g) Define Website Traffic.

SECTION - B

Answer any Three questions. Each question carries 4 marks. (3×4=12)

2. How to effectively promote the content in digital marketing?

3. Explain the ecosystem of a search engine and how it affects SEO strategies.

4. Briefly discuss the Ad approval process.

5. Bring out the need and importance of Web analytics.

6. What are the steps involved in creating a YouTube ad campaign?

[P.T.O.

SECTION - C

Answer any Three of the following. Each question carries 10 marks. **(3×10=30)**

7. Explain the need for digital marketing in today's business environment.

8. Discuss the kinds of traffic in SEO and how they impact website performance.

9. Briefly explain the different types of extensions.

10. Explain the features and functions of Google Analytics.

11. What do you mean by YouTube Ad conversation? Explain the types of conversations.

SECTION - D

Answer any One of the following. Each question carries 8 marks. **(1×8=8)**

12. a) Why is demographic targeting important in Google AdWords campaigns?

(OR)

b) Describe the different types of Keyword Match Types.