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(20524)
B.B.A.-VI Sem.

(Printed Pages 4)
Roll No. .4

18111
B.B.A. Examination, May-2024
DIGITAL MARKETING
(BBA-606) (M-4)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : This section contains **five** parts, all parts will be compulsory. There will be no internal choice. Each part carries 3 marks.

1. Discuss website planning. 3

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2. Discuss the importance of Google web master tool. 3
3. How to optimize social media? 3
4. Explain tracking performance and measurement with Google Analytics. 3
5. Discuss Internet marketing planning and strategy. 3

Section-B

(Short Answer Type Questions)

Note : This section contains **three** questions. Attempt any **two** questions. Each question carries 7.5 marks.

6. Explain General over view of web concept and hosting. 7.5
7. Discuss the importance of search engine optimization (SEO). What is SEO off page? 7.5
8. How to promote Brand through content? Discuss Online Reputation management and review management. 7.5

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Section-C

(Descriptive Answer Type Questions)

Note : This section contains **Six** questions, attempt any three questions. Each question carries 15 marks. Answer must be descriptive.

9. What do you mean by Digital marketing?
Discuss the importance of it. 15
10. What is search engine optimization (SEO)? Explain Black HAT and white HAT SEO. 15
11. What do you mean by social media marketing (SMM)? Discuss the importance of social media marketing. 15
12. Discuss the importance of Google paid campaign. Explain the types of Google Advertisement. 15
13. Create paid campaign on Google Ad words. Discuss bing Advertisement. 15
14. Discuss Email marketing, Lead Generation and content marketing. Explain the importance of content writing. 15

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