FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION NOVEMBER 2024

Management Studies

BBA 1FS 111—DIGITAL MARKETING FOR BUSINESS

(2024 Admission onwards)

Time: One Hour and a Half

Maximum: 50 Marks

Section A

Answer **all** questions.

Each question carries 2 marks.

Ceiling 16 marks.

- 1. What is Social Media Marketing (SMM)?
- 2. List out any three differences between Traditional Marketing and Digital Marketing.
- 3. Define Digital Marketing.
- 4. What is meant by Artificial Intelligence?
- 5. What is an E-mail?
- 6. What is SEO?
- 7. What do you mean by Inbound E-mail marketing?
- 8. What are Progressive Web Pages?
- 9. What do you mean by Influencer Marketing?
- 10. Mention any three ethical issues in Digital Marketing.

Section B

Answer all questions.

Each question carries 6 marks.

Ceiling 24 marks.

- 11. What are the 7 C's of Digital Marketing?
- 12. Explain the types of SEO and the difference between On-Page and Off-Page Optimization.

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- 13. List out the objectives and benefits of E-Mail Marketing.
- 14. What are the pros and cons of using different Digital Marketing tools?
- 15. List any three popular social media platforms and their uses.

Section C

Answer any **one** question. The question carries 10 marks.

- 16. Compare the differences and similarities between SEO and SEM, and explain how businesses can strategically use both for online marketing success.
- 17. Discuss the current trends in Digital Marketing. What are the job opportunities available in the Digital Marketing field?

 $(1 \times 10 = 10 \text{ marks})$