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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Digital Marketing

Paper : MK - 6.5

(CBCS Scheme (F) Regular 2019-20)



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

I. Answer any Five. Each carries two marks.

(5×2=10)

1. a. Expand SEO and SEM.
- b. Define Email marketing.
- c. What do you mean by competitor analysis?
- d. What is meant by conversion Rate?
- e. Give the meaning of Campaign.
- f. Write note on off page optimization.
- g. What do you mean by demographic Targeting?

SECTION - B

II. Answer any Three questions. Each question carries five marks.

(3×5=15)

2. What are the advantages and disadvantages of competitor analysis?
3. Explain the digital marketing campaign creation process.
4. Explicate the importance of track offline conversion.
5. Write detailed notes on crisis management.

[P.T.O.]

**SECTION - C**

III. Answer any **Three** questions. Each question carries **15** marks.

(3×15=45)

6. Discuss the various digital marketing platforms in detail.
 7. Define SEO. Explain its trends in detail.
 8. Elucidate the paid platforms in search Engine Marketing.
 9. Explain the various types of social media Marketing.
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