

24U160

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BBA1 FS111 - DIGITAL MARKETING FOR BUSINESS

(BBA - AEC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Explain the differences between free and paid digital marketing tools. [Level:2] [CO1]
2. How does social media marketing help businesses reach a larger audience compared to traditional marketing methods? [Level:1] [CO2]
3. Validate the differences between SEM and SEO regarding cost [Level:5] [CO3]
4. Identify two types of email marketing campaigns and briefly describe each. [Level:1] [CO4]
5. What is Google Ads, and how does it facilitate online advertising for businesses? [Level:1] [CO3]
6. Explain the significance of A/B testing in digital marketing [Level:2] [CO4]
7. Explain some effective strategies for increasing engagement on social media. [Level:2] [CO4]
8. Justify the role of on-page SEO elements, such as title tags and meta descriptions, in improving a website's search engine ranking. [Level:5] [CO3]
9. Discuss two benefits of email marketing for businesses. [Level:2] [CO4]
10. Analyze why website speed is important for SEO. [Level:4] [CO3]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. If you were tasked with building a brand's community online, which of the 7 C's of Digital Marketing would you focus on, and how would you apply it to create engagement? [Level:1] [CO1]
12. Explain the primary purpose of Facebook as a social media platform. How can businesses use Facebook to engage with their customers? [Level:2] [CO2]

13. Analyze the impact of content quality and keyword density on on-page optimization. How do these factors influence search engine rankings and user engagement? [Level:4] [CO3]
14. Explain how artificial intelligence can enhance customer service in digital marketing. [Level:2] [CO1]
15. What are the main components of digital marketing, and how do they work together to achieve marketing goals? [Level:1] [CO1]

(Ceiling: 24 Marks)

Part C (Essay questions)

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

16. Explain the key features of email that contribute to its effectiveness as a communication tool. Discuss how these features facilitate user interaction and enhance the overall experience. [Level:2] [CO4]
17. Discuss the importance of engagement in social media marketing. What strategies can businesses use to foster engagement with their audience, and why is this engagement crucial for building brand loyalty? [Level:2] [CO2]

(1 × 10 = 10 Marks)
