

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBBA1FS111 - DIGITAL MARKETING FOR BUSINESS

(B.B.A. - AEC)

(2024 Admission onwards)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)Answer ***all*** questions. Each question carries 2 marks.

1. Define omni-channel marketing in simple terms. How does it differ from multi-channel marketing? [Level:2] [CO1]
2. How can social media help businesses build brand loyalty? [Level:2] [CO2]
3. Explain what a backlink is in off-page SEO. [Level:2] [CO3]
4. What is email, and how does it function as a communication tool in both personal and professional contexts? [Level:2] [CO4]
5. Describe one major difference between SEM and SEO regarding their methods of attracting website traffic. [Level:2] [CO3]
6. What are the main characteristics of digital marketing ? [Level:2] [CO1]
7. If a brand wants to share video tutorials about its products, which platform would be best suited for this purpose and why? [Level:3] [CO2]
8. Define what a landing page is in the context of SEM. [Level:2] [CO3]
9. Produce two examples of inbound email marketing strategies. How do they engage customers? [Level:6] [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. What is artificial intelligence (AI) in the context of digital marketing, and how can it be used to enhance customer experiences? [Level:2] [CO1]

12. Imagine you are promoting a new book on social media. What is one disadvantage you might encounter, and how would you address it? [Level:3] [CO2]

13. What are meta descriptions, and why are they important for an SEO campaign? How should they be crafted to be effective? [Level:2] [CO3]

14. Explain 7 C's of Digital Marketing: [Level:2] [CO1]

15. Explain how the global reach of digital marketing can be both an opportunity and a challenge for companies. [Level:2] [CO1]

(Ceiling: 24 Marks)

Part C (Essay questions)

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

16. Explain the concept of email marketing. Discuss its significance in modern business communication and how it differs from traditional marketing methods. [Level:2] [CO4]

17. You are planning a social media marketing strategy for a clothing brand launching a new collection. Outline the tools you would use to schedule posts, analyze performance, and interact with customers. Explain why each tool is important for the campaign's success. [Level:3] [CO2]

(1 × 10 = 10 Marks)
