				11:11	1
Reg. No.				The same	1

A STATE OF THE STA

BBABMVN 502

Fifth Semester B.B.A. Degree Examination, December 2023/January 2024 (NEP 2020) (2023 – 24 Batch Onwards)

DIGITAL MARKETING (Vocational)

Time: 2 Hours

Max. Marks: 60

SECTION - A

Answer any five of the following.

 $(5 \times 2 = 10)$

- 1. What is the meaning of E-mail Marketing?
- 2. What is Google Ad-Sense?
- 3. What is meant by social media marketing?
- 4. What is opt-in list?
- 5. Write the meaning of On Page SEO.
- 6. What is content marketing?
- 7. What is web analytics?

SECTION - B

Answer any four of the following.

 $(4 \times 5 = 20)$

- 8. Why do we need digital marketing?
- 9. Describe the importance of SEO.
- 10. How to create effective and unique E-mail content? Explain.
- 11. What are the types of video ads?
- 12. Why do we advertise on YouTube ?
- 13. How to create an account on Google Ad-Word?
- 14. Explain any five web analytic tools.

P.T.O.

BBABMVN 502

SECTION - C

Answer any three of the following.

 $(3 \times 10 = 30)$

- 15. What are the steps in content marketing?
- 16. What is SEO? Explain the SEO techniques.
- 17. How can we measure the YouTube Ad Performance?
- 18. Explain the social media marketing platforms.
- 19. Explain the bidding techniques.