

Reg. No.

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BBABMVN 502

**Fifth Semester B.B.A. Degree Examination, December 2024/January 2025
(NEP 2020) (2023 – 24 Batch Onwards)
DIGITAL MARKETING (Vocational)**

Time : 2 Hours

Max. Marks : 60

SECTION – A

Answer **any five** of the following questions :

(5×2=10)

1. What is digital marketing ?
2. What is meant by CTR ?
3. What is Off page SEO ?
4. What is meant by Google Ad-Sense ?
5. What is Social Media Dashboard ?
6. What is Social CRM ?
7. What is YouTube Channel ?



SECTION – B

Answer **any four** of the following questions :

(4×5=20)

8. Explain in brief the importance of E-mail marketing.
9. Explain the different kinds of Traffic in SEO.
10. Briefly explain the benefits of Social Media Marketing.
11. Explain the different types of extensions.

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- 12. Write a note on Google My Business.
- 13. What are the steps in creating YouTube Campaign ?
- 14. Explain any 5 web analytic tools.

SECTION – C

Answer **any three** of the following questions :

(3×10=30)

- 15. How to create an effective and Unique E-mail content ?
- 16. What is SEO ? What are its benefits ?
- 17. What is Google AdWords ? Explain the importance of Google AdWords.
- 18. Explain the social media marketing platforms.
- 19. How to choose audience for video Ads in YouTube ?

