



CSC/107

DVBB510

Reg. No.

--	--	--	--	--	--	--	--

**V SEMESTER B.B.A. DEGREE EXAMINATION, JANUARY/FEBRUARY-2025****BUSINESS ADMINISTRATION****Digital Marketing****(NEP Scheme 2021 Regular)****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

Answer should be written in English only.

**SECTION - A****Answer any Five of the following. Each question carries 2 marks.****(5×2=10)**

1. a) What do you mean by Email Marketing?
- b) What is off-page optimization?
- c) Give the meaning of SEO.
- d) What is web Analytics?
- e) What do you mean by you tube marketing?
- f) Expand-GAIQ.
- g) Give the meaning of Digital Marketing.

**SECTION - B****Answer any Four questions. Each question carries 5 marks.****(4×5=20)**

2. Discuss the benefits of Instagram Marketing.
3. Explain the Needs of Digital Marketing.
4. List out the benefits of youtube Advertising.
5. Write a note on open rates and CTR-Email.
6. Explain the different types of Conversion tracking.

**[P.T.O.]**



(2)

**DVBB510**

**SECTION - C**

**Answer any Two questions. Each question carries 12 marks.**

**(2×12=24)**

7. Explain the different types of web.Traffic in digital Marketing.
8. Explain the different digital marketing plat forms.
9. Explain the advantages and disadvantages of social media marketing.

**SECTION - D**

**Answer any One question carries 6 marks.**

**(1×6=6)**

10. Explain the Digital Marketing activities for successful Business.
  11. List out the Metrics used in Digital Marketing.
-