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(20526)

Roll No.

BBA-VI Sem.

18111

B.B.A. Examination, May-2026

DIGITAL MARKETING

(BBA-606) (M-4)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : This question contains five parts, all parts will be compulsory. There will be no internal choice each part carries 3 marks.

5×3=15

1. (a) Define Digital Marketing.
- (b) Explain website planning.

P.T.O.

- (c) How does a Search Engine work?
- (d) Explain any five web analytic tools.
- (e) Why do we advertise on you tube.

Section-B

(Short Answer Type Questions)

Note : This section contains three questions, attempt any **two** questions. Each question carries **7½** marks. $2 \times 7\frac{1}{2} = 15$

- 2. Discuss online Reputation management and review management.
- 3. How to create an account on Google Ad-word?
- 4. What is facebook marketing?

Section-C

(Detailed Answer Type Questions)

Note : This section contains **six** questions, attempt any three questions. Each question carries **15** marks. Answer must be descriptive. $3 \times 15 = 45$

5. What do you mean by E-mail marketing. What are advantages and disadvantages of E-mail marketing?
6. Discuss the importance of search engine optimization (SEO). What is SEO off page.
7. What is Google Ad-words and how can you use Google Ads for local business and services?
8. What do you mean by social media marketing plans and also explain their importances?
9. Explain business opportunities and Instagram options. Also describe the optimisation of Instagram profile.
10. Explain Internet marketing planning and strategy.