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(20525)  
BBA-VI Sem.

(Printed Pages 3)  
Roll No. ....

**18111**

**B.B.A. Examination, May-2025**

**DIGITAL MARKETING**

**(BBA-606) (M-4)**

**(New Course)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the 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.  $5 \times 3 = 15$

1. (a) Explain E-mail marketing.  
(b) What is content marketing.

**P.T.O.**

- (c) Discuss the importance of Google Web master tool.
- (d) Explain bing advertisement.
- (e) Define social media planning.

### **Section-B**

#### **(Short Answer Type Questions)**

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

2. Explain general overview of web concept and hosting.
3. How to promote brand through content.
4. What is Google Adwords and how does it works.

### **Section-C**

#### **(Descriptive Answer Type Questions)**

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

5. How can business measures the effectiveness of their digital marketing efforts.
6. How to track you tube analytics? How to measure you tube analytics?
7. What are Social Media Marketing (SMM)? Give explanation about social media marketing plan.
8. Explain the steps of digital marketing SWOT anlaysis.
9. What is Black HAT and white HAT search engine obtimisation. Explain SEO off page and local SEO.
10. Highlight the importance of using Facebook for marketing. How to create paid advertising an social media.