|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |



**PRESIDENCY UNIVERSITY**

**Bengaluru**

|  |
| --- |
| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

|  |  |  |
| --- | --- | --- |
| **School: SOM-UG/SOC** | **Program:** BBA Digital Marketing | |
| **Course Code :** BBA3055 | **Course Name:** Introduction to digital Marketing | |
| **Semester**: II | **Max Marks**: 100 | **Weightage**:50% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **6** | **25** | **37** | **28** | **15** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2 marks. 10Q x 2M=20M** | | | | |
| **1.** | Mention four KPIs of SEO. | **2 Marks** | **L1** | **CO1** |
| **2.** | State the meaning of total measured click and total measured impression while calculating the click through rate. | **2 Marks** | **L1** | **CO1** |
| **3.** | Mention ROI formula for digital Marketing. | **2 Marks** | **L1** | **CO1** |
| **4.** | What's a buyer persona? | **2 Marks** | **L1** | **CO2** |
| **5.** | Can a business have multiple target markets? | **2 Marks** | **L1** | **CO2** |
| **6.** | Mention few types of SEO in digital Marketing. | **2 Marks** | **L2** | **CO2** |
| **7.** | Classify psychographic segmentation. | **2 Marks** | **L2** | **CO3** |
| **8.** | Mention Key Components of McKinsey’s social media model. | **2 Marks** | **L2** | **CO4** |
| **9.** | Describe briefly Google Maps. | **2 Marks** | **L3** | **CO4** |
| **10.** | Define Conversion Value in digital marketing. | **2 Marks** | **L4** | **CO4** |

**Part B**

**Answer ALL the Questions. Each question carries 7 Marks. Total Marks 35M**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 11. | a. | Describe the Key Performance Indicators (KPIs) of digital marketing. | 07 Marks | L2 | CO3 |
| Or | | | | | |
| 12. | **a.** | Classify the pricing strategies for online marketing with example**.** | **07 Marks** | **L2** | **CO2** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 13. | a. | Data is effective for effective segmentation, what do you understand by leveraging on data and analytics in digital marketing. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 14. | **a.** | Discuss few types of online targeting. | **07 Marks** | **L2** | **CO2** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 15. | a. | Mention Metrics for organic search marketing. | 07 Marks | L3 | CO2 |
| Or | | | | | |
| 16. | **a.** | Technical SEO involves optimizing the website’s structure, code, and other technical elements to make it more accessible to search engines and users. Briefly describe technical SEO. | **07 Marks** | **L4** | **CO4** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 17. | a. | Describe competitive price with example also mention the briefly advantages and disadvantages. | 07 Marks | L3 | CO3 |
| Or | | | | | |
| 18. | **a.** | Determine CPS with example. | **07 Marks** | **L4** | **CO3** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 19. | a. | Discuss the off-page optimization in digital marketing. | 07 Marks | L4 | CO3 |
| Or | | | | | |
| 20. | **a.** | Describe deterministic targeting with example. | **07 Marks** | **L3** | **CO3** |

**Part C**

**Answer any Three Questions. Each question carries 15 marks 3Q x 15M=45M**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 21. | a. | It is frequently stated that keyword research is the cornerstone of SEO. Could you provide us with a thorough explanation of how to perform efficient keyword research, including the necessary tools and how to use keyword metrics analysis to guide content strategy? | 15 Marks | L3 | CO4 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 22. | a. | The success of a website depends on technical SEO, which frequently works in the background. Could you elaborate on some of the most important technical SEO components and how they affect search engine rankings? | 15 Marks | L4 | CO5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 23. | a. | The main areas of social media analytics include performance metrics, audience demographics, competitor insights, paid ad results, influencer impact and brand sentiment. Examine the Top 6 metrics for social media analytics. | 15 Marks | L5 | CO4 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 24. | a. | Explain the various steps involve in adding google analytics to website. | 15 Marks | L4 | CO4 |