



Even Semester End Term Examination, May / June 2026

Date: 19/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ3040

Course Name: Digital Advertising and Marketing

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	30	40	40

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Describe the role of mobile marketing in reaching modern tech-savvy consumers.	5	CO1	BT2
2	Explain the advantages of email marketing.	5	CO1	BT2
3	Discuss the advantages of digital advertising over traditional advertising.	5	CO1	BT2
4	Elaborate on the relevance of traditional advertising today.	5	CO1	BT2
5	Determine the ways in which events can be used as a support media for advertising.	5	CO2	BT3
6	Distinguish between Advertising and PR with examples.	5	CO2	BT3

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Apply digital advertising strategies for a campaign targeting young consumers for a fashion brand, including visuals and messaging.	10	CO2	BT3
8	Illustrate the use of PR by a brand in maintaining a strong presence with a suitable example.	10	CO2	BT3
9	Demonstrate ways in which email marketing and SMS campaigns can be used together to promote a seasonal sale.	10	CO3	BT3
10	Apply tools and techniques of personal selling in the digital age to increase customer engagement.	10	CO3	BT3
11	Design an integrated approach combining social media advertising and content marketing to improve engagement for a product of	10	CO4	BT6

	your choice.			
12	Prepare an innovative content calendar for a brand of your choice that integrates current digital advertising trends and audience engagement strategies.	10	CO4	BT6

Part C: Answer Any 1 Following Questions. 20 M				
Qn.No	Questions	M	CO	BT
13	An established jewellery brand is shifting its focus to online sales. Apply the tools and techniques of personal selling in the digital age to sell high-value gold jewellery.	20	CO3	BT3
14	Create a detailed content marketing and distribution strategy that integrates storytelling and platform-specific content for a makeup product.	20	CO4	BT6