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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BBA3055

Course Name : Sem II - BBA3055 - Introduction to Digital Marketing

Program : BBD

Date : 19-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. XYZ is a fashion retail company which has been following traditional marketing practice since years, they are willing to practice digital marketing as well but are not sure as to why businesses are considering digital marketing. Outline reasons why it is important for companies to consider digital marketing practice.
(CO1) [Knowledge]
2. Customer buying behaviours is usually due to the influence of internal and external factors around them, identify any five external factors that influences buying decision of a consumer.
(CO2) [Knowledge]
3. Explain the terms Meta title and Meta description in digital marketing.
(CO3) [Knowledge]
4. Outline the benefits of longtail with an example.
(CO3) [Comprehension]
5. Outline three methods for building connection with stake holders through online platform.
(CO4) [Comprehension]
6. Outline the benefits of practicing A/B testing to a business.
(CO5) [Comprehension]
7. Outline the steps in customer journey stage.
(CO2) [Knowledge]
8. Describe the concept of SERP in digital marketing with an example.
(CO5) [Comprehension]

9. Companies engaging in digital marketing incur varied expenses depending on choice of channel in digital marketing, hence it is important to understand the ability of individual channel in terms of returns that it can give to a business. Describe the concept of digital marketing that helps to understand effectiveness of a channel with formula to compute the same.

(CO1) [Knowledge]

10. Define the concept of social graph with an example.

(CO4) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Understanding consumer behaviour is a core activity for a marketer as it provides a basis for development of product or service idea and also helps to predict level of consumer acceptance towards a particular brand. Discuss the concept of online consumer behaviour with an example.

(CO2) [Comprehension]

12. XYZ company has outsourced its digital marketing activities to a third party, the third-party consultancy firm is asking the XYZ company if they are willing to engage in Organic marketing or both in organic as well as paid marketing. Discuss the difference between organic and paid marketing to help XYZ company to take decision whether to opt for one or both forms of digital marketing.

(CO3) [Comprehension]

13. Target marketing is a narrow down approach post engaging in market segmentation. Online target marketing helps the marketer to specifically target those set of prospective customers who can be a lead and can be a conversion in future. Explain the types of target marketing in a digital space with examples.

(CO2) [Comprehension]

14. XYZ is a fashion retail company that has been exclusively engaging in traditional marketing methods, Company is willing to adopt digital marketing techniques but is not sure as to how digital marketing activities can help their business. Discuss the importance and benefits of engaging in digital marketing activities with XYZ company.

(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Mr B has applied for the post of Digital marketing manager, he is willing to understand the key terms and its meaning that comes with in the purview of organic digital marketing. Illustrate they key terms that can help Mr. A with examples.

(CO3) [Comprehension]

16. Mr B has started engaging in digital marketing activity and has a superficial understanding about Google analytics and reports generated by google analytics can give an extensive information about the digital performance of the business. Illustrate the concept of Google Analytics, its benefits with example and explain the tracking features available in google analytics.

(CO5) [Application]