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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: II

**Course Code**: BBA3055

**Course Name**: Introduction to Digital Marketing

**Program & Sem**: BBA (DIGITAL MARKETING)

**Date**: 01 / July / 2024

**Time**: 9:30 to 12:30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Outline the steps in customer journey stage (C.O.No.2) [Knowledge]

2. Define Marketing Automation with an example (C.O.No.2) [Knowledge]

3. Describe the practice of HARO (C.O.No.3) [Knowledge]

4. List the types of negative SEO (C.O.No.3) [Knowledge]

5. Define Social Graph (C.O.No.4) [Knowledge]

6. List any 5 forms of Social Media Marketing (C.O.No.4) [Knowledge]

7. Describe the concept of SERP (C.O.No.5) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Traditional marketing practices like Market segmentation is being synergized with technology in the form of market segmentation in digital space. Discuss the types of market segmentation in digital marketing with examples. (C.O.No.2) [Comprehension]

9. 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. (C.O.No.2) [Comprehension]

10. 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 XZY company to take decision whether to opt for one or both forms of digital marketing. (C.O.No.3) [Comprehension]

11. A Company named Digital Space is planning to go for Email Marketing campaign and is looking for steps to be followed for an effective Email marketing campaign. Explain the practice of Email Campaign and the steps involved in E mail marketing campaign. (C.O.No.3) [Comprehension]

12. Pricing is a value fixed by the marketer which is assumed to cover the overall cost of developing a product or a service to prospective customer. Discuss types of Pricing strategies with examples in digital marketing. (C.O.No.2) [Comprehension]

13. ABC company has planned to engage in digital marketing for cosmetic products manufactured and marketed by the them. They are looking for an expert advice to understand the process involved in digital marketing. Explain the process of digital marketing to ABC company with an example of cosmetic brand. (C.O.No.4) [Comprehension]

14. Digitalization can be effectively utilized only after developing and facilitating a platform for effective functioning of digital services. Explain the concept of digital ecosystem and phases involved in developing a digital ecosystem. (C.O.No.4) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Companies engaging in Digital Marketing activities should be aware about the set of activities that are acceptable and certain set of activities that are not legal, which may land companies in trouble on a digital platform. Illustrate the concepts of various hats in SEO with examples in relation the above-mentioned context. (C.O.No. 3) [Application]

16. Mr A has recently started engaging in digital marketing activity and has a superficial understanding that 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. (C.O.No.5) [Application]

17. One of the major problems faced by many applications and website is the early exit of a viewer from the website page. This indicates that the content of the website was not engaging enough for the user. Relate the concept of Bounce rate to the above-mentioned context and help the companies engaging in digital marketing activity understand tactics to reduce the bounce rate with examples. (C.O.No.5) [Application]