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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester II - 2023

**Course Code :** BBA3059

**Course Name :** Introduction to Digital Marketing

**Program :** BBA

**Date :** June 18, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

* 1. Define in content native ads.
  2. Outline digital marketing engagement strategies.
  3. List the practices of E promotion
  4. Define consumer Behavior.
  5. Outline the benefits of longtail with an example
  6. List the types of negative SEO
  7. Describe the concept of SERP in digital marketing with an example.

(CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge] (CO3) [Knowledge] (CO5) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

* 1. Summarize the types of inbound marketing with examples.

(CO1) [Comprehension]

* 1. Defend the reasons for companies to invest in digital marketing with examples.
  2. Explain the methods to track online consumer behavior with examples.

(CO1) [Comprehension] (CO2) [Comprehension]

* 1. Market positioning of a brand is a practice where a marketer gets an opportunity to highlight about the unique selling proposition of their brand. Summarize the types of Market positioning in Digital Marketing with examples.

(CO2) [Comprehension]

* 1. Company ABC is run an E mail marketing Campaign , but requires inputs about types of E mail that are used in digital Marketing. Summarize the types of E mail with examples.

(CO3) [Comprehension]

* 1. Mr. A owns a Fashion Retail store and is willing to take his business to digital space, his friend advised him to consider services of Goggle Adwords as it will help the company to elevate its position in the search engine compared to the competitors by providing better traffic. Explain to Mr A about the steps to be followed for using the service of Google Adwords.

(CO3) [Comprehension]

* 1. Google Analytics is a useful tool and a free service by Google that helps the company ito have a detailed understanding about their digital marketing performance. Summarize the steps to be followed for adding Google Analytics service to a company website.

(CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

* 1. Mr A has applied for a post of Digital marketing manager, he is willing to have an understanding about key terms and its meaning what comes with in the purview of organic digital marketing. Illustrate they key terms that can help Mr. A with examples.

(CO3) [Application]

* 1. Zest is a E Commerce company that has been doing digital marketing through its Application and website, the company is willing to explore social media marketing for effective promotion and customer engagement. Elaborate on the types of Social Media Platforms with examples.

(CO4) [Application]

* 1. 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. Explain the concept of Google Analytics, its benefits with example and explain the tracking features available in google analytics.

(CO5) [Application]