



Rollno.....

End Semester Examination, December 2024

BBA- Vth semester

Digital Marketing (SMMC621A)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 Attempt any 5.

- | | |
|--|----------------|
| (a) Describe the principles of the new marketing environment. | [CO-1] [L-2] 2 |
| (b) Explain the term "SoLoMo" in digital marketing | [CO-1] [L-2] 2 |
| (c) What is keyword optimization, and why is it important for content development? | [CO-1] [L-1] 2 |
| (d) Explain B2C buying behavior in the context of digital marketing | [CO-1] [L-2] 2 |
| (e) Describe bundle pricing with an example in online retailing. | [CO-1] [L-2] 2 |
| (f) Briefly describe the role of social media metrics in evaluating a digital marketing campaign | [CO-1] [L-2] 2 |
| (g) Discuss two ethical concerns related to digital marketing practices? | [CO-1] [L-2] 2 |

2x5

PART-B

- Q.2 Explain the Dotcom evolution and its impact on the online marketing environment. Discuss how e-business can be integrated into an existing business model. [CO-2] [L-] 10

OR

Describe the concept of Web 2.0 and the role of digital media in reaching target audiences. Provide examples. [CO-2] [L-] 10

- Q.3 Discuss the different types of search engines and revenue models in search engine positioning. Provide an overview of SEO techniques and how they support effective online advertising [CO-3] [L-] 10

OR

Explain the process of online customer expectation management in digital marketing. Discuss the differences between B2C and B2B buying behaviors online [CO-3] [L-] 10

- Q.4 Discuss how product attributes influence web marketing. Explain the significance of personalization through mass customization in online marketing [CO-4] [L-4] 10

OR

Evaluate the concept of choice assistance in digital marketing and the benefits of direct-to-customer interaction for businesses [CO- 4] [L-4] 10

- Q.5 Explain the role of big data in social media marketing and discuss any ethical considerations. How does data mining help marketers [CO-5] [L-4] 10

OR

Discuss the role of social publishing platforms (e.g., blogs, Instagram) in digital marketing. How do these platforms contribute to viral marketing?

[CO- 5] [L-4] **10**