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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : DIGITAL MARKETING

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 27-12-2022

W-13903-2022

Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section-II
- 2) Answer to both sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Explain the digital revolution in India with suitable examples. [15]
- Q.2** Which internal and external factors related to advertisement are important to consider while designing social media advertisements? [15]
- Q.3** What are the digital consumers' expectation and perceptions? How does the digital consumer expectation and perceptions differ from the traditional marketing? [15]
- Q.4** Does digital products, digital marketing and digital buying result in real money? Justify your answer with suitable example. [15]
- Q.5** What is CRM. Why CRM is important in today's market conditions? What different CRM strategies are now a days used by digital marketers? [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Internet Branding
 - b) SEO
 - c) Emerging B2B models
 - d) Tele Marketing
 - e) Digital Advertising

SECTION-II

- Q.7** Explain the significance of social media marketing. Choose any company of your choice and state how it is effectively using the same. [20]
- Q.8** Analyze the social media practices used by the following: [20]
- i) News Media
 - ii) OTT
- Q.9** You are appointed as a marketing manager of an energy drink manufacturing company in Delhi. How will you use digital marketing to attract customers? [20]

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