

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****SEC****BBA1FS111 DIGITAL MARKETING FOR BUSINESS****Time : 1 Hrs 30 Mins****Maximum Marks : 50**

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A		Ceiling Marks : 16		
Answer all questions. Each carries 2 marks.				
No.	Question	M	BL	CO
1.	Mention two pros of using digital marketing tools.	2	2	CO1 CO3
2.	Mention one brand that you think effectively uses omni-channel marketing strategies.	2	1	CO1 CO2 CO3
3.	What kind of content works best on Pinterest for marketing?	2	2	CO2 CO4
4.	How does TikTok differ from other platforms in terms of marketing content?	2	2	CO2 CO4
5.	Provide an example of a brand using Instagram to promote its products.	2	1	CO2 CO4
6.	Describe a situation where Telegram would be more useful than other platforms for business communication.	2	3	CO2 CO4
7.	What is Google AdWords (now Google Ads)?	2	1	CO5
8.	Explain how SEM generates traffic compared to SEO.	2	4	CO5
9.	How does personalization in email marketing benefit a campaign?	2	2	CO6
10.	What are the two main types of email marketing campaigns?	2	1	CO6
Section B		Ceiling Marks : 24		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Elaborate on the 5 A's of digital marketing and their relevance to customer behaviour.	6	2	CO1 CO3
12.	Create a complete influencer marketing campaign for a hypothetical product or service of your choice. Include steps for selecting the right influencers, setting objectives, and measuring success.	6	6	CO1 CO2 CO3
13.	Choose a product or service and design a basic ad using Google Ads, including headline, description, and call-to-action.	6	3	CO5
14.	Choose a business and explain how it might use outbound email marketing to attract new leads or customers.	6	2	CO6
15.	How do promotional email campaigns differ from informational email campaigns?	6	4	CO6
Section C				
Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)				
No.	Question	M	BL	CO
16.	Choose a product and describe how you would use paid social ads (e.g., Facebook Ads, Instagram Ads, LinkedIn Ads) to reach the target audience. Include budget planning, audience segmentation, and ad content creation.	10	6	CO2 CO4 CO7
17.	Explain how you evaluate a website's SEO performance	10	3	CO5