

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025**(Regular/Improvement/Supplementary)****BBA****SKILL ENHANCEMENT COURSE****BBA1FS111: DIGITAL MARKETING FOR BUSINESS****Time: 1 ½ Hrs.****Maximum Marks: 50**

M – Mark BL - Bloom's Taxonomy Level (1 to 6) CO - Course Outcome

Section A: Answer all questions. Each carries 2 marks.**Ceiling: 16 Marks**

No.	Question	M	BL	CO
1.	State the significance of digital marketing for businesses.	2	2	CO1 CO3
2.	Give an example of a video marketing campaign that successfully engaged you as a consumer.	2	1	CO1 CO2
3.	Which social media tool have you used or heard of to schedule posts?	2	1	CO2 CO3 CO4
4.	Name one influencer that promotes products on social media. What product have they endorsed?	2	1	CO2 CO3 CO4
5.	How does your favorite brand interact with its audience on social media?	2	2	CO2 CO3 CO4
6.	Mention a brand that you follow on social media and state what attracted you to the content.	2	2	CO2 CO3 CO4
7.	What is the role of keywords in an SEO campaign?	2	1	CO5
8.	How will you describe newsletter email?	2	1	CO6
9.	Give an example of inbound or outbound email marketing that you have encountered.	2	2	CO6
10.	Explain how re-engagement emails might bring back inactive subscribers in an email campaign.	2	2	CO6

Section B: Answer all questions. Each carries 6 marks.**Ceiling: 24 Marks**

No.	Question	M	BL	CO
11.	Discuss the importance of digital marketing tools for business success.	6	4	CO1 CO2
12.	Explain how the business will create a seamless experience across online and offline channels.	6	5	CO1 CO2 CO3
13.	Illustrate how link building contribute to off-page SEO?	6	4	CO5
14.	Select a business and explain how A/B testing can be used to optimize email subject lines or content for better engagement.	6	4	CO6
15.	What are the key components of a successful email marketing campaign?	6	2	CO6

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
16.	Explain how a multi-platform marketing campaign that includes Facebook, Instagram, and Snapchat help a business to improve business.	10	6	CO2 CO4
17.	Analyze the impact of SEM on brand awareness and lead generation for a B2B company.	10	4	CO5