

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester: IV] [Batch:]				
Course Title: BBMK2016 - MKT242		Max Marks: 100		
Course Code: Digital Marketing		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Discuss the meaning and importance of digital marketing in the dynamic business environment.	K2	CO1	5
2.	Explain five categories of digital marketing. platforms suitable for promoting a cosmetic brand.	K2	CO2	5
3.	Explain digital marketing mix with special reference to a fashion brand.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Differentiate between Paid media and earned media with suitable examples.	K2	CO1	10
5.	Explain the emerging trends in digital marketing with special reference to augmented and virtual reality.	K3	CO2	10
6.	Apply the website building process to create a website of restaurant in Greater Noida.	K3	CO3	10
7.	Illustrate the importance of content marketing in a business sector of your choice. Provide an example of any company leveraging content marketing for enhancing its business performance. OR Illustrate the key social media platforms for promoting a B2B product. Justify your selection of the platform	K3	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Examine the layout and content of a website of any leading business organization of your choice. Highlight the areas of improvement to improve website traffic...	K3	CO3	15
9.	A hotel hires you as a digital marketing expert to help the company promote its newly launched brand in search engines with an aim to reach customers in three metros – Delhi, Mumbai and Chennai. For this, develop a search marketing campaign in Google Ads. Explain all steps.	K6	CO4	15
10	You are hired as a digital marketing expert to analyze the performance of a cosmetic brand's website. Analyze the various information in the Google analytics reports that must be focused upon for better marketing decision making. OR A company wants to promote its fashion brand across the nation using social media marketing. As a digital marketer, prepare a list of social media platforms for promoting the brand and develop an effective social media strategy for the brand to increase its visibility and image among the target market.	K5	CO5	15