School of Business
Backlog Examination, June 2023

[Programme: BBA (MAM)] [Semester: IV   ] [Batch: 2021-24]

Course Title: Digital Marketing In Automobile Industry	Max Marks: 100
Course Code: BSB04T2001	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.	What is digital marketing, and how has it transformed the marketing landscape?	K1	CO1	5
2.	How does a responsive website design contribute to enhancing the user experience for potential car buyers? Discuss with the help of an example.	K2	CO2	5
3.	How do search engines determine the ranking of websites in their search results? How can keyword research and analysis help in developing an effective SEO strategy?	K2	CO3	5
	SECTION-B (40 Marks) **10 Marks each**			
4.	How can automotive businesses effectively engage with their audience through social media platforms? What role does customer feedback and reviews play in automotive social media marketing?	K1	CO4	10
5.	Discuss the role of affiliate networks in facilitating partnerships between merchants and affiliates, including the benefits and challenges associated with working with an affiliate network. Consider the case of Amazon.	K3	CO3	10
6.	Evaluate the influence of online shopping experiences, such as user interface design, website usability, and customer support, on digital consumer behavior.	K4	CO2	10
7.	Analyze the key differences between web design and web development in terms of their roles and responsibilities in creating a website. Also evaluate the skills and expertise required for web designers versus web developers OR Evaluate the primary goals and objectives of a blog compared to those of a website, considering factors such as audience engagement, information dissemination, and monetization potential.	K4	CO4	10
	SECTION-C (45 Marks) **15 Marks each**			
8.	Critically assess the performance-based payment models, such as cost-per-acquisition (CPA), cost-per-engagement (CPE) and cost-per-lead (CPL), in display advertising campaigns.	K3	CO1	15
9.	Imagine you are a social media strategist for a fashion brand targeting young consumers. Conduct a thorough analysis of the target audience's preferences, behaviors, and platform usage habits to determine the most effective social media platforms for the brand. Provide a comprehensive strategy outlining how Facebook, Twitter, LinkedIn, Instagram, and YouTube can be utilized to showcase the brand's products, engage with the audience, and drive conversions. Include specific tactics and campaign ideas tailored to each platform.	K4 CO5		15

10	Evaluate the role of mobile messaging applications (e.g., WhatsApp, Messenger) in facilitating personal communication. How have these platforms transformed traditional communication methods, and what are the implications for privacy, intimacy, and social connection? OR Analyze the five elements of the 5S model (Sort, Set in Order, Shine, Standardize, Sustain) in the context of digital marketing. How can each element be applied to optimize digital marketing processes, improve efficiency, and enhance overall performance?	K5	CO4	15