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Name.....

Reg. Number

FIRST SEMESTER UG DEGREE EXAMINATION: NOVEMBER 2025**(CUFYUGP)****BBA1FS111 DIGITAL MARKETING FOR BUSINESS****(Admission year : 2024 only)****Maximum Time: 1.5 Hours****Maximum Marks: 50****Section A***All questions can be answered. Each question carries 2 marks. (Ceiling: 16 Marks)*

1. Define the term Digital Marketing.
2. What is SEM?
3. What is Influencer Marketing?
4. What is Google AdWords?
5. What is Social Media?
6. What is an E-Mail Marketing campaign?
7. What do you mean by Artificial Intelligence?
8. How is Instagram used in Social Media Marketing?
9. What do you mean by On-Page Optimization?
10. What is meant by Omni-channel Marketing?

SECTION B*All questions can be answered. Each question carries 6 marks. (Ceiling: 24 Marks)*

11. Compare and contrast Traditional Marketing and Digital Marketing
12. Discuss the different types of tools used in Social Media Marketing.
13. What are the various benefits of E-Mail Marketing for businesses?

14. Explain the process of SEO and its importance in Digital Marketing.

15. What are the opportunities and challenges in Digital Marketing?

SECTION C

Answer any one. Each question carries 10 marks (1x10=10 marks)

16. Explain in detail the 7 C's and 5 A's of Digital Marketing

17. What is Social Media Marketing (SMM)? Discuss the advantages and disadvantages of Social Media Marketing for businesses

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**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Management Studies

BBA 1FS 111—DIGITAL MARKETING FOR BUSINESS

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

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

1. What is Social Media Marketing (SMM) ?
2. List out any *three* differences between Traditional Marketing and Digital Marketing.
3. Define Digital Marketing.
4. What is meant by Artificial Intelligence ?
5. What is an E-mail ?
6. What is SEO ?
7. What do you mean by Inbound E-mail marketing ?
8. What are Progressive Web Pages ?
9. What do you mean by Influencer Marketing ?
10. Mention any *three* ethical issues in Digital Marketing.

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

11. What are the 7 C's of Digital Marketing ?
12. Explain the types of SEO and the difference between On-Page and Off-Page Optimization.

Turn over

13. List out the objectives and benefits of E-Mail Marketing.
14. What are the pros and cons of using different Digital Marketing tools ?
15. List any *three* popular social media platforms and their uses.

Section C

*Answer any **one** question.
The question carries 10 marks.*

16. Compare the differences and similarities between SEO and SEM, and explain how businesses can strategically use both for online marketing success.
17. Discuss the current trends in Digital Marketing. What are the job opportunities available in the Digital Marketing field ?

(1 × 10 = 10 marks)