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(Pages : 2)

Name.....

Reg. No.....

**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)