

A1016

Name.....

Register No.....

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AUTONOMOUS)**

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

BBA

BBA1FS111 - DIGITAL MARKETING FOR BUSINESS

Time:One Hour and a Half

Maximum:50 marks

Section A

Answer the following

2 marks each, $10 \times 2 = 20$ with a ceiling of 16 marks

1. Define Digital marketing. CO1
2. What is the primary feature of WhatsApp that makes it a useful tool for businesses to communicate directly with customers? CO2
3. Name one platform used for sharing business updates and job posts. CO4
4. What are the key components of On-Page Optimization? CO5
5. State any two advantages of using social media marketing for increasing brand awareness. CO4
6. Name one tool used for E-Mail Marketing automation. CO6
7. Mention any two points highlighting the significance of digital marketing. CO2
8. Name two types of keyword research tools used in SEO. CO5
9. Give two ways to retain customers using E-mail marketing. CO6
10. What is lead generation? CO6

Section B

Answer the following

6 marks each, $5 \times 6 = 30$ with a ceiling of 24 marks

11. A travel company wants to promote a new tour package. Explain the steps you would take to design and run an email marketing campaign. CO6
12. Write down the Key elements of a successful On-Page Optimization CO5
13. How can YouTube be used for content marketing and brand promotion? Discuss its advantages for video-based campaigns. CO4
14. Explain why a business might choose SEM over SEO or vice versa CO5
15. Analyze the impact of backlinks on SEO ranking. CO5

Turn Over

Section C

Answer any one of the following
10 marks each

16. Explain how automated emails can help in lead generation and sales growth. CO6
17. Create a sample E-Mail Marketing Campaign structure including email types, timing, and target audience. CO6
