BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA-2022
Course Name – Digital Marketing
Course Code - BBAD501M
(Semester V)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify which of the following is a type of digital marketing activity?
   a) Email marketing.   b) Facebook marketing.
   c) Twitter marketing.   d) All of the above

(ii) Select which type of e-commerce focuses on consumers dealing with each other.
   a) B2B   b) B2C
   c) C2B   d) C2C

(iii) Identify which of the following is part of the four main types for e-commerce.
   a) B2B   b) B2C
   c) C2B   d) All of the above

(iv) Recognize from the options where Google analytics focuses
   a) Sending bulk emails   b) Measuring Web traffic
   c) Developing Website   d) Social media marketing

(v) Identify the purpose of using keywords in content creation for a website
   a) To improve search engine rankings and visibility
   b) To make the content more visually appealing
   c) To reduce website loading time
   d) To increase the font size of important information

(vi) Identify the full form of SEO.
   a) Search Engine Optimum   b) Search Engine Optimization
   c) Search Electronic Optimization   d) None of the above

(vii) Identify the following:- A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called_____

a) Search marketing

b) Internet advertising

c) Permission-based email marketing

d) Social web marketing

(viii) Identify the following:- SEO is all about enabling your _____ to be found.

a) website

b) location

c) keywords

d) All of the above

(ix) Recall what search page engine optimization refers to_____

a) Optimizing each page of a website for design

b) Programming keywords into a website

c) Amount of links coming into your website

d) The number of search engine sites a website

(x) Indicate from the following that can NOT be reported as the part of Facebook's engagement metric.

a) Share

b) Comments

c) Likes

d) Views

(xi) Complete the following sentence. Social networks are organized primarily around ____.

a) Brands

b) People

c) Discussion

d) All of the above

(xii) Choose which of the following is NOT a step in the lead generation process.

a) Attract

b) Convert

c) Close

d) Satisfy

(xiii) Predict which of the following is correct size of email template before executing a campaign.

a) 15KB

b) 18KB

c) 20KB

d) 15MB

(xiv) Explain the interface that guides through the creation of a campaign in Facebook is known as

a) Ads Creation

b) Ads Manager

c) Ads Master

d) Ads Click

(xv) Examine the last line of an Adwords Ad

a) Display URL

b) Email Address

c) Destination Address

d) Web URL

Group-B
(Short Answer Type Questions)
3 x 5=15

2. Define Google AdWords. (3)
3. Define remarketing in online advertising. (3)
4. Illustrate a search engine. (3)
5. Explain the ways of increasing digital traffic to the website. (3)
6. Analyse characteristics of "bad links". (3)

OR

Anticipate how should I start a social media campaign for my business. (3)

Group-C
(Long Answer Type Questions)
5 x 6=30

7. Define a site map and it's importance for website SEO and user experience. (5)
8. Describe the key components of a Google AdWords ad campaign setup. (5)
9. Explain the different types of Google Ads campaigns. (5)
10. Evaluate the key elements of effective email design. (5)

11. Compare between On-page and Off-page optimization in SEO. (5)
12. Construct the steps involved in creating and promoting a Facebook event for a business or organization. (5)

OR

Illustrate keyword planning in Google AdWords. (5)

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