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Library
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023

Course Name – Strategy for Digital Marketing

Course Code - BBD60116

(Semester VI)

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) Select the correct meaning of digital marketing strategy.
 - a) Selling products online
 - b) Using digital tools to achieve marketing goals
 - c) Posting ads only
 - d) Email communication
- (ii) Select the purpose of campaign planning.
 - a) Random posting
 - b) Organized promotion
 - c) Stopping ads
 - d) Reducing sales
- (iii) Select the advantage of paid social media ads.
 - a) Wider audience reach
 - b) Less visibility
 - c) No targeting
 - d) Higher waste
- (iv) Select the importance of posting regularly.
 - a) Lose followers
 - b) Increase engagement
 - c) Stop communication
 - d) Reduce reach
- (v) Select the benefit of remarketing.
 - a) Target past visitors
 - b) Ignore customers
 - c) Random ads
 - d) Stop sales
- (vi) Identify the purpose of backlinks.
 - a) Improve ranking
 - b) Increase cost
 - c) Reduce traffic
 - d) Decorate pages
- (vii) Identify the importance of keyword research.
 - a) Find relevant terms
 - b) Increase spam
 - c) Guess topics
 - d) Waste money
- (viii) Choose the benefit of internal linking.
 - a) Better navigation
 - b) Increase spam
 - c) Reduce traffic
 - d) Slow site

- (ix) Identify the role of analytics in SEO.
- a) Track performance
 - b) Print reports
 - c) Design sites
 - d) Send emails
- (x) Choose the benefit of long-tail keywords.
- a) Less competition
 - b) More spam
 - c) Higher cost
 - d) No traffic
- (xi) Identify the use of alt text.
- a) Describe images
 - b) Decorate pages
 - c) Increase cost
 - d) Slow loading
- (xii) Choose the role of social signals.
- a) Support SEO indirectly
 - b) Replace SEO
 - c) Increase ads
 - d) Stop traffic
- (xiii) Choose the purpose of canonical tag.
- a) Avoid duplicate content
 - b) Increase ads
 - c) Improve design
 - d) Slow site
- (xiv) Identify what Google algorithm updates affect.
- a) Search ranking
 - b) Email opens
 - c) Social likes
 - d) Ad printing
- (xv) Choose a content format good for SEO.
- a) Blog articles
 - b) Flyers
 - c) Radio ads
 - d) TV ads

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain market research in digital marketing. (3)
3. State key traits of online consumers. (3)
4. Explain the role of personalization. (3)
5. Describe a digital marketing strategy canvas. (3)
6. Analyze the importance of integrating digital marketing channels. (3)

OR

- Analyze how multi-channel integration improves campaign performance. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain how competition is analyzed in digital marketing. (5)
8. Explain target audience identification. (5)
9. Explain budget allocation in digital marketing. (5)
10. Analyze the relationship between optimization and performance. (5)
11. Analyze the usefulness of AI tools in Social Media. (5)
12. Justify continuous monitoring in digital campaigns. (5)

OR

- Assess the usefulness of AI tools in Digital Campaign Budget set up. (5)
