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B.B.A. Examination, June-2023

DIGITAL MARKETING

(BBA-606) (M-4)

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note: Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : This question contains *five* parts, **all parts will be compulsory.** There will be no Internal choice. Each part carries 3 marks.

1. (a) Explain website planning.
- (b) Explain Internet Marketing.
- (c) Discuss the importance of Social Media.
- (d) Discuss online Reputation Management.
- (e) Discuss Facebook.

(2)

Section-B

(Short Answer Questions)

Note: This section contains three questions, attempt any **two** questions. Each question carries 7½ marks.

2. What is Black HAT and white HAT search Engine optimization? Discuss SEO on Page.
3. Explain Tracking performance and measurement with Google Analytics.
4. What is Internet Entrepreneurship with Google Adsense? Explain.

Section-C

(Descriptive Answer Questions)

Note: This section contains six questions, attempt any **three** questions. Each questions carries 15 marks. Answer must be descriptive.

5. What is Digital Marketing? Discuss its importance.
6. What is Search Engine Optimization (SEO)? Discuss the importance of Search Engine Optimization.

(3)

7. How to optimize Social Media? How many platform of Social Media?
8. Discuss the types of Google Advertisement. Explain Bing Advertisement.
9. Discuss E-mail Marketing, Lead Generation and content marketing.
10. How to get project from USA/UK and other country? Explain Freelancing.