

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester - VI****Subject Name: Digital Marketing****Subject Code: BBAM104****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. [Word limit – 30 words] (10x2 = 20 Marks)**

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| a. Define 'Search Engine Optimization' (SEO). | CO-1 |
| b. Recall the definition of 'Impressions' in display advertising. | CO-1 |
| c. What is 'Earned Media' in the P-O-E framework? | CO-1 |
| d. Define 'Keyword' in the context of search engines. | CO-1 |
| e. State the definition of 'Conversion' in digital marketing. | CO-1 |
| f. Explain the 'Surface' stage of the 5S Website Development Model. | CO-2 |
| g. Discuss the role of 'Keywords' in reflecting consumer search intent. | CO-2 |
| h. Explain why 'Long-tail keywords' are often more targeted than short-tail ones. | CO-2 |
| i. Describe the concept of 'Influencer Marketing.' | CO-2 |
| j. Briefly explain the purpose of 'Social Media Analytics.' | CO-2 |

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. [Word limit – 100 words] (5x4 = 20 Marks)

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| a. A banner ad received 50 clicks from 1,000 impressions. Calculate the Click-Through Rate (CTR). | CO-3 |
| b. Identify which traffic source (Direct, Referral, or Social) is being used when a user types 'amazon.in' directly into a browser. | CO-3 |
| c. A campaign spent ₹5,000 and generated ₹15,000 in revenue. Calculate the Return on Investment (ROI). | CO-3 |
| d. Map the components of a banner ad (Logo, Headline, CTA) to a real-life online advertisement you have seen. | CO-3 |
| e. Analyze the difference between 'Traditional Marketing' as one-way communication and 'Digital Marketing' as two-way interaction. | CO-4 |
| f. Examine how 'Organic Search' results differ from 'Paid Search' results in terms of cost and relevance. | CO-4 |
| g. Analyze the risks associated with 'Black-hat SEO' practices like keyword stuffing. | CO-4 |

Q.3 STRUCTURED QUESTIONS – Attempt any Three. [Word limit – 200 words] (3x10 = 30 Marks)

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| a. Analyze the '5S Website Planning Model' (Strategy, Scope, Structure, Skeleton, Surface). How does each stage ensure a website supports marketing goals? | CO-4 |
| b. Examine the 'Digital Ecosystem' (Platforms, Devices, Data, Users). Analyze how these four components interconnect to facilitate digital marketing activity. | CO-4 |
| c. Evaluate the strategic importance of the P-O-E Framework. Why must managers integrate Paid, Owned, and Earned media for a successful campaign? | CO-5 |
| d. Critique the 'Media Buying Models' (CPM, CPC, CPA). Evaluate which model is most effective for a brand specifically focused on immediate sales conversions. | CO-5 |

Q.4 CASE / SITUATION – Attempt any Three. [Word limit – 300 words] (2x15 = 30 Marks)

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| a. A website receives 10,000 visitors, has a 75% bounce rate, and only a 1% conversion rate. Evaluate these metrics to diagnose potential problems and suggest data-driven improvements to the user experience and targeting. | CO-5 |
| b. Create a detailed 'Email Marketing Strategy' for a new product launch. Develop a compelling subject line, choose a segmentation method, and formulate a clear Call-to-Action (CTA) to maximize conversion potential. | CO-6 |
| c. Design a 1-week 'Social Media Content Plan' for a new college admission campaign. Formulate the plan to include specific post types (reels, stories, student testimonials) and select the most appropriate platforms to reach the target audience. | CO-6 |
