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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/ BBASF –VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

(Examination conducted in May 2023)

**BBADEM6619 : DIGITAL MARKETING**

(For current batch only)

| **Time : 2 ½ hr** |  |  **Max Marks-70** |  |
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|  |  | **( This paper contain two printed sheet with four parts )** |  |

**Section A**

1. **Answer any five of the following. 5x2=10**
2. State any four importance of digital marketing.
3. State the difference between traditional v/s digital marketing.
4. What is database marketing?
5. What is SEO?
6. Write any two limitations of mobile ads.
7. What do you mean by affiliate marketing?

**Section B**

1. **Answer any Three of the following: 3x5=15**
2. Discuss the challenges faced by online marketer.
3. Enumerate the types of online consumer behaviour.
4. Discuss the types of SEO in detail.
5. Explain the importance of content marketing with example.

**Section C**

1. **Answer any Two of the following: 2x15=30**
2. Explain the factors which influence consumer to buy products on online platform.
3. Discuss different kinds of traffic on page and off page optimization.
4. What is social media marketing? Discuss any four social media platforms with examples.

 **Section D**

1. **Answer the following (Compulsory Question) 1x15=15**

 Imagine that your starting a Online store for pharmaceutical products in Tier two city in Karnataka.

1. Your require to draft the online marketing mix for the above store . ( 10 Marks)
2. Also discuss the challenges faced in online marketing. ( 5 Marks)