

D 133686**(Pages: 2)****Name.....****Reg. Number****FIRST SEMESTER UG DEGREE EXAMINATION: NOVEMBER 2025****(CUFYUGP)****BBA1FS111 DIGITAL MARKETING FOR BUSINESS****(Admission year : 2024 only)****Maximum Time: 1.5 Hours****Maximum Marks: 50****Section A***All questions can be answered. Each question carries 2 marks. (Ceiling: 16 Marks)*

1. Define the term Digital Marketing.
2. What is SEM?
3. What is Influencer Marketing?
4. What is Google AdWords?
5. What is Social Media?
6. What is an E-Mail Marketing campaign?
7. What do you mean by Artificial Intelligence?
8. How is Instagram used in Social Media Marketing?
9. What do you mean by On-Page Optimization?
10. What is meant by Omni-channel Marketing?

SECTION B*All questions can be answered. Each question carries 6 marks. (Ceiling: 24 Marks)*

11. Compare and contrast Traditional Marketing and Digital Marketing
12. Discuss the different types of tools used in Social Media Marketing.
13. What are the various benefits of E-Mail Marketing for businesses?

14. Explain the process of SEO and its importance in Digital Marketing.

15. What are the opportunities and challenges in Digital Marketing?

SECTION C

Answer any one. Each question carries 10 marks (1x10=10 marks)

16. Explain in detail the 7 C's and 5 A's of Digital Marketing

17. What is Social Media Marketing (SMM)? Discuss the advantages and disadvantages of Social Media Marketing for businesses