

RAN-2508000702010002

F.Y.B.B.A. (NEP) (Sem. II) Examination November - 2025
Fundamentals of Digital Marketing (Major)

Time: 2 Hours]
[Total Marks: 50
સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write to-the-point answers
- (3) Figures to the right indicate marks allotted to that question.
- (4) Draw diagrams wherever necessary.

Seat No.:

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Student's Signature

- Q-1. Answer following questions in brief. (Any Five) 10**
- a. Define the term 'Digital Marketing.'
 - b. What do you mean by the term 'Marketing Automation'?
 - c. Name the social media platform which is used for Professional Networking.
 - d. Explain Nano, Micro and Macro Influences
 - e. What do you mean by Affiliate Marketing?
 - f. What are blogs?
 - g. What is PPC (Pay-Per-Click) advertising?
- Q-2. Differentiate Traditional Marketing and Digital Marketing giving suitable examples. Also explain various characteristics of digital marketing. 14**
- OR**
- Q-2. a. Explain the advantages of marketing automation. 07**
- b. Write a note on 'need for digital marketing.' 07**
- Q-3. Explain the term 'Social Media Marketing'? Discuss in detail how to build a successful social media marketing strategy. Take examples to support your answer. 14**
- OR**
- Q-3. Explain the term 'Influencer Marketing.' Name your favorite Influence, along with reasons. Also explain ways how payment is given to different influencers.**
- Q-4. Write short notes (Any Three) 12**
- a. History of Digital Marketing
 - b. E-Mail Marketing using Mail Chimp
 - c. Popular Blog Platforms
 - d. Approaches towards Digital Marketing.
 - e. Advantages of E-Mail Marketing