# 2508000702010002
# EXAMINATION APRIL 2025
# BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
# (SECOND SEMESTER)
# MAJOR-1-FUNDAMENTALS OF DIGITAL MARKETING

**[Time: As Per Schedule]** **[Max. Marks:50]**

**Instructions:**

1. **Fill up strictly the following details on your answer book**
   a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
   b. Name of the Subject: **MAJOR-1-FUNDAMENTALS OF DIGITAL MARKETING**
   c. Subject Code No: **2508000702010002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers.

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 Marketing Automation?

c. List down various platforms for Social Media Marketing.

d. What is Influencer Marketing?

e. What do you mean by Content Marketing?

f. What are blogs?

g. What is PPC *(Pay-Per-Click)* advertising?

**Q.2** Why digital marketing is needed in today's business' scenario? Explain with examples. Also discuss various characteristics of digital marketing. **14**

**OR**

a. Explain the advantages of marketing automation. **07**

b. Explain any four approaches towards 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**

a. Discuss various advantages of e-mail marketing. **07**

b. Write a note on E-Mail marketing through Mail-Chimp. **07**

**Q.4** **Write short notes (Any Three)** **12**

a. History of Digital Marketing

b. Types of Influencers

c. Popular Blog Platforms

d. Difference between Traditional Marketing and Digital Marketing

e. Content and Copywriting

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