QP Code: U25DRIS010

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
BBA1FS111 : DIGITAL MARKETING FOR BUSINESS
2024 Admission Onwards
(Credits: 3)

Time:1. 5 Hours **Maximum Marks: 50**

Section A

*Answer **All**. Each question carries **2** Marks.* ***(Ceiling: 16 Marks)***

1. What does SEM primarily involve?
2. What do you understand by digital marketing?
3. How does digital marketing enable better tracking compared to traditional marketing?
4. How does social marketing help improve customer engagement?
5. What are brand keywords?
6. What is On Page optimization?
7. What is a unique security feature of Telegram?
8. What is Trigger based E-mail?
9. What is the primary aim of SEO?
10. Identify the main objective of abandoned cart e-mails.

Section B

*Answer **All**. Each question carries **6** Marks.* ***(Ceiling: 24 Marks)***

11. Explain the challenges in digital marketing.
12. Discuss the significance of social media in spreading awareness and information.
13. Why is SEM considered a cost effective advertising?
14. What are the various types of Inbound E-mail Marketing?
15. What are the important social media management tools? Explain its features.

Turn Over

Section C

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

16. Explain different types of E-mail marketing campaigns.
17. Explain the important trends in digital marketing.

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