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

**BBA/BBASF – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**BA4222/BASF4222: DIGITAL MARKETING**

**(For Current Batch Students Only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Mention the 7 components of Digital Marketing Mix.
2. Who is an Online Consumer?
3. List out any two techniques of On-Page Optimization in SEO.
4. What is a “Keyword” in SEO?
5. Write any two limitations of Social Media Marketing.
6. What is Affiliate Marketing?

**Section B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Explain any five advantages of Digital Marketing.
2. Discuss the 5 stages of Online Consumer Buying Behaviour.
3. Write a short note on using Blogs and Forums in digital marketing.
4. Discuss any five strategies to build a relationship with customers through social media.
5. Explain some of the benefits of Content Marketing.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. What is Digital Marketing? Discuss in detail the 7 Ps of Digital Marketing.
2. Explain the factors that influence consumers to purchase on online platforms.
3. List out any two types of content that businesses can share using Email platform. Also, write down any four tips on what to do and any four tips on what to avoid in Email Marketing.

**Section D**

**IV. Answer the following (Compulsory) (1x10=10 Marks)**

1. “Big Dogg and Pets” is a pet store owned by Mr. Snoop. They sell pet food, toys, beds, training aids, etc. Ever since their establishment in 1998, they have always remained a fully offline “Brick and Mortar” store. But in the wake of the Covid-19 Pandemic and the subsequent lockdowns, they lost sales during the lockdowns and therefore they decided to even have an online presence. With that in mind, they created a Website for their store in September 2021. However, their website has hardly driven any sales. Most people are not aware that the business has a website, there is very less traffic on their website, and even the people who do visit their website do not remain on the website for more than 2 minutes. Mr. Snoop finally contact you, a digital marketing expert, to help analyze their website. On analysis of their website, you identify that the business hardly uses any Search Engine Optimization (SEO) techniques both on the website and off the website.
   1. Explain to Mr. Snoop some of the techniques of **On-Page Optimization** that they can use to increase their website’s SEO. (5 marks)
   2. Also, explain some of the techniques of **Off-Page Optimization** that they can use to improve their website’s SEO (5 marks)

\*\*\*\* End of Question Paper \*\*\*\*