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Register Number:

Date :

**ST. JOSEPH’S UNIVERSITY, BANGALORE-27**

**BBA/BBASF – 4th SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May/June-2024)**

**BA 4223/BASF4223: Digital Marketing**

**( For current Batch students only)**

Time- 2 hour Max Marks-60

**This paper contains 2 printed pages and four parts**

**Part I**

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

1. State components of online marketing mix.
2. Define database marketing.
3. Present the meaning of viral campaigns.
4. Mention two differences between SEM and SEO.
5. How is AdWords different from AdSense?
6. What is email spam?

**Part II**

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

1. Discuss the emerging trends in digital marketing.
2. Briefly explain the relevance of digital marketing agencies.
3. Analyse the importance of content strategy in business.
4. Elucidate the significant trends in SEO.
5. What is affiliate marketing and how does it work?

**Part III**

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

1. Define online marketing. Discuss the advantages and limitations of online marketing.
2. Analyse the techniques of On-Page & off Page Optimization (OPO).
3. Explain the benefits and process of CRM in context of digital marketing.

**Part IV**

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

1. **Consumer Learning with Facebook**

The ever-more-common use of the internet has made it most consumers' first choice in researching products they may want to buy online or elsewhere - it's a lot easier to check a few websites than to visit multiple physical retail locations in search of something you could just as well call a few friends to ask about. The typical consumer learning process - need identification and solution exploration, reference and advice seeking, and other purchase decision factors have essentially remained unchanged. However, the internet, and all the great variety of information so instantly available has quickened this process radically. Popular social networking sites like Facebook have systematized the sharing of relevant information among friends so well that it's now easier than ever for consumers to find all the information they want about anything their trusted friends can share with them! Additionally, simply searching Facebook for particular brands or types of products yields relevant discussions, pages, groups and the like that people can evaluate for themselves, even without hearing from anyone they already know. I don't have to already trust someone to see whether his umbrella does a better job than the hood of my jacket out in the rain, and unless I suspect that some charlatan is simply trying to squeeze a few bucks out of me, I'm likely to trust what he broadcasts to his seven-hundred friends or group members - so long as he's addressing my needs and making believable claims. So as we can see, Facebook has taken huge strides in extending the word-of-mouth phenomenon to the international community - and it all happens instantly. Every Facebook user can easily publish his experience with your product, and if you're marketing to his friends, you'd better hope he's got good things to say. Thinking about all the elements of a purchasing experience that consumers are likely to share with others is an important part of maintaining a good reputation for satisfying your customers. Another thing it's done is to significantly change the landscape of product marketability. Traditional means of marketing a product like radio and television broadcasting, newsprint and billboards, mail circulars and "direct marketing" had an altogether different impact on consumers back when they didn't have as many options in investigating products online - you can be assured that any elements of your customers' experience with your product, and with the process of purchasing it, will not only be under discussion immediately, but also readily available to anyone else who takes the time to look around. Take some time to look around Facebook for products and services similar to the one you're promoting. There are lots of people and organizations out there who've made a lot of money by successfully gaining a presence on Facebook. Hyper Facebook Traffic makes it their business to provide you with the best, most comprehensive and effective instruction on using Facebook's immense social marketing potential to really connect the right people with your product.

**Question**

1. Mention the significant benefits of Face Book marketing as highlighted in this case study.
2. Discuss any other alternative in social media marketing channels which have better impact than Facebook with justification.