

**Department of Management
School of Management and Business Studies**

**5th Jamia Hamdard
BBA-Semester 4th / BACKLOG**

Odd Semester Examination - December 2025

Subject Name: Digital Marketing

Max. Marks: 60

Subject Code: BBA-DE-03

Time: 2 Hours 30 Mins

***Attempt both sections as per instructions.**

Section A - Short Answer

(6 x 4 = 24)

Instructions for Section A: Attempt any Six Questions. All questions carry equal marks

Q1: Discuss the importance of digital marketing and highlight the difference between traditional and digital marketing.

Q2: Explore various components of digital marketing. Discuss the role of each component in marketing practices.

Q3: Explain the concept of digital marketing mix.

Q4: Analyse the importance of setting the SMART goals in digital marketing.

Q5: Explain the concept and importance of search engine marketing in digital advertising.

Q6: Differentiate between on-page and off-page optimization. How does both contribute to the better search results?

Q7: How can a digital marketing content be made a valuable and shareable?

Q8: What are the ethical concerns the brands must focus while marketing products and services digitally?

Q9: Examine the key provisions of ASCI and DPDP Act 2023 in accordance with digital advertising.

Section B-Long Answer

(3 x 12 = 36)

Instructions for Section B: Attempt any Three Questions. All questions carry equal marks.

Q1: Demonstrate a possible digital marketing plan including channelling, budgeting, and timeline for a brand campaign of your choice.

Q2: Explore various factors for creating an advertising campaign for social media. Draft a post for social media campaign for a product/brand of your choice.

Q3: Describe all the stages of developing a content marketing strategy. Provide suitable example in support of the same.

Q4: Demonstrate the evolution of marketing from the traditional age till date. Discuss the merits and demerits of digital advertising along with examples.

Q5: Explore critical practices executed by marketers in digital marketing which have made significant impact in society and market. Provide suitable examples from 5 brands and their practices.

Q6: Provide the list of some of the popular online communities. Analyse the shared interest, marketing communications and engagement styles for each of such communities.