

**BACHELOR OF BUSINESS ADMINISTRATION  
SIXTH SEMESTER  
E-MARKETING  
BBA-605A**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

[ **PART-A: Objective** ]

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

1. Market information means \_\_\_\_\_
  - a. Knowledge of industries
  - b. Knowledge of customer's tastes
  - c. Knowledge of peers
  - d. All of the above
2. E-marketing is best seen as:
  - a. A subset of e-business
  - b. Equivalent to e-business
  - c. Broader than e-business
  - d. None of the above
3. Which of the following is not a type of digital marketing activity?
  - a. Social marketing
  - b. e-marketing
  - c. Internet marketing
  - d. Print marketing
4. Paid search marketing is usually purchased on which basis?
  - a. Cost Per Acquisition
  - b. Pay Per Click
  - c. Cost Per Registration
  - d. None of these
5. Division of market on the basis of variables like gender, income, occupation, education are called as--
  - a. Demographic segmentation
  - b. geographic segmentation
  - c. socio - economic segmentation
  - d. psychographic segmentation
6. What is not the function of E-Commerce?
  - a. Marketing
  - b. Advertising
  - c. Retailing
  - d. Warehousing
7. Which of the following digital tactics is better suited to improve branding?
  - a. Search Engine Optimization (SEO)
  - b. Video Marketing
  - c. Email marketing
  - d. Search Advertising
8. Which Technology describes the network of physical objects that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.
  - a. Bluetooth
  - b. Router
  - c. Wireless Fidelity (WiFi)
  - d. Internet Of Things (IoT)
9. \_\_\_\_\_refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions.

- a. Simulator  
c. Artificial Intelligence
- b. Neural Learning  
d. Machine Learning
10. What does KPI stand for?  
a. Key Performance Instructions  
c. Key Personal Information
- b. Key Performance Indicators  
d. Key Production Indicators
11. Value -added services' means \_\_\_\_\_  
a. Costlier services  
c. Better value at a premium
- b. Additional services  
d. Better value at a discount
12. A marketing survey is required for \_\_\_\_\_  
a. Deciding marketing strategies  
c. Deciding pricing strategies
- b. Deciding product strategies  
d. All of these
13. Sudden purchases by consumers may be referred to as \_\_\_\_\_  
a. Scheduled buying  
c. Speculative buying
- b. Impulse Buying  
d. Sudden Buying
14. A 'Lead' in marketing jargon, means \_\_\_\_\_  
a. A likely consumer  
c. A leash
- b. A team leader  
d. None of these
15. Information systems can assist managers by  
a. Providing information  
c. Directing
- b. Providing data on internal sources  
d. All of the above
16. What is the best way to promote a business with social media?  
a. Choose the Right Platforms  
c. Provide Value & Don't Over-Promote
- b. Encourage Engagement  
d. All of the above
17. Marketing information includes \_\_\_\_  
a. Knowledge of Customer Requirement  
c. Knowledge of peers
- b. Knowledge of industries  
d. All of the above
18. The sequence of a sales process includes \_\_\_\_\_  
a. Lead generation, call, presentation & sale  
c. Presentation, Lead generation, Sale & Call
- b. Sale, presentation, Lead generation & call  
d. Lead generation, Call, Sale & Presentation
19. Businesses leverage digital channels such as \_\_\_\_\_ to connect with current and prospective customers  
a. product  
c. Both A and B
- b. search engines, social media, email, and other websites  
d. All of the above

20. Which one is the best way to make money digitally?

- a. Selling stuff
- b. Good marketing ideas by dreaming
- c. Integrating with Popular E commerce giants
- d. Having products on your website

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**( PART-B : Descriptive )**

Time: 2 HRS 40 MINS

Marks : 50

[ Answer question no.(1) & any four (4) from the rest ]

1. What do understand by the term E-Marketing? Differentiate E-Marketing from conventional Marketing practices. 5+5=10
2. What are the major components of E-marketing? Discuss each with examples. 5+5=10
3. Describe the steps of Online buying process illustrating with a flow diagram. 10
4. State the distinguished features of E-Marketing. Discuss the importance of E-Marketing in ensuring sustainability in the Marketing Domain. 3+7=10
5. Write Short note on: 5+5=10
  - a) PDCA Cycle
  - b) Pay-Per-Click Advertising
  - c) Organic Search
  - d) Data Mining
  - e) Big Data
  - f) SEO
6. Describe the steps taken during online purchase by customers. What is a payment gateway? 6+4=10
7. "Vlogging has a higher level of impact on the consumers perception over goods and services in the current era, So marketers now are resorting on hiring influencers to optimize marketing cost as they believe audio visual interface have higher propensity to influence customers". Justify the statement. 10
8. Why is keyword research important? Write briefly on Growth marketing. Consider a situation where you have created a website for Digital Marketing Study Materials, Research and Recent Developments. What should be your keywords of the website? Write any 5 keywords. 4+3+3=10

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