

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SY, BBA, ~~Term VII~~ SEE Examination March 2024

Digital Marketing-BBOM004

**Duration: 1 / 2hrs**

**Max Marks: 25**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Answer Any 5 Questions from Q.1
- 4) Answer Any 3 Questions from Q.2

**Q 1. Answer ANY 5 of the following in 50-80 words each** **(5x2=10)**

- a) What do you understand by Social Media Marketing?
- b) What are hashtags?
- c) What is Search Engine Optimization?
- d) What is Link Building?
- e) What is a Content Management System?
- f) What is On-Page SEO?

**Q 2. Answer ANY 3 of the following in 200-220 words each** **(3x5=20)**

- a) List Any 5 features of WordPress
- b) List all the importance of Digital Marketing
- c) List all the methods of On-Page SEO
- d) List and explain rules of content creation
- e) List and explain the need of Social Media Marketing

\*\*\*\*\*ALL THE BEST\*\*\*\*\*