

Roll.No.

25UDBCT1001

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A. DM & BA - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UDBCT1001 - Introduction to Digital Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Illustrate the impact of the rise of the internet on digital marketing.
2. Identify the key features of search engine marketing.
3. Examine the role of database marketing in online consumer relationship building.
4. Justify the role of consumer-generated media in shaping brand perception.
5. Explain the concept of online marketing mix.
6. Examine the advantages and disadvantages of social media marketing.
7. Identify the cultural implications of key website characteristics in digital marketing.
8. Determine the consumer motivations for engaging in gamification and online games.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Identify the factors that contributed to the transition from traditional to digital marketing.
10. Discuss the significance of E-product, E-price, E-promotion, and E-place in shaping consumer behavior.
11. Elaborate on the role of Metaverse marketing as an emerging digital media trend.
12. Classify the different models of website visits and their implications on consumer behavior.
13. Analyze the significance of digital brand analysis and its components in modern marketing.
