

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATIONS/2025)

CLASS: BBA
BRANCH: BBA

SEMESTER :VI
SESSION :SP/2025

SUBJECT: MT329 DIGITAL MARKETING ANALYTICS

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates

		CO	BL
Q.1(a)	What do you understand by digital marketing?	[2] 2	1
Q.1(b)	Explain the benefits of the current information ecosystem.	[3] 3	1
Q.2(a)	Discuss the difference between marketing and sales?	[2] 2	2
Q.2(b)	What are the most effective ways to increase traffic to your website?	[3] 5	2
Q.3(a)	What is the role of social media in digital marketing?	[2] 2	1
Q.3(b)	Explain the different types of Digital Marketing?	[3] 3	1
Q.4(a)	How to increase engagement rate in digital marketing?	[2] 3	2
Q.4(b)	Explain the using brand and consumer alignment in digital marketing	[3] 3	1
Q.5(a)	What is digital brand analysis?	[2] 2	1
Q.5(b)	What is the difference between share of voice and market share?	[3] 2	3

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