

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 1st & 2nd
Course Name: Introduction to Digital Marketing	Course Code: BBD-102-V
Prepared by: Dr. Munish	

UNIT -1 (CO-1)

Short answer questions

Q. No.	Questions	KL
1	Define Digital Marketing.	KL-1
2	State any two reasons for the growth of Digital Marketing.	KL-1
3	Discuss the origin of Digital Marketing.	KL-1
4	Mention any two features of Digital Marketing.	KL-1
5	Explain online consumer behavior	KL-2
6	Identify any two differences between traditional and digital marketing.	KL-2
7	Explain the need for Digital Marketing in modern business.	KL-2
8	List any two approaches of Digital Marketing.	KL-1
9	State two advantages of Digital Marketing.	KL-1
10	Mention any two limitations of Digital Marketing.	KL-1

Long answer questions

Q. No.	Questions	KL
1	Explain the meaning, definition, and evolution of Digital Marketing.	KL-2
2	Discuss the need and importance of Digital Marketing in the present business environment.	KL-1
3	Compare Traditional Marketing and Digital Marketing with suitable examples.	KL-4
4	Explain the various approaches to Digital Marketing.	KL-2
5	Describe the scope of Digital Marketing in India and globally.	KL-2

Satyug Darshan Institute of Engineering & Technology, Faridabad

Unit II (CO-2)

Short answer questions

Q. No.	Question	KL
1	Define various digital marketing tools	KL-1
2	Define Display Advertising.	KL-1
3	Explain the term Mobile Marketing and its methods.	KL-2
4	State the need for Email Marketing.	KL-1
5	List any two types of marketing emails.	KL-1
6	Explain Social Media Marketing.	KL-2
7	Define Content Marketing.	KL-1
8	Explain influencer marketing	KL-2
9	Define native advertising.	KL-1
10	Mention any two benefits of social media platforms for marketers.	KL-1

Long answer questions

Q. No.	Questions	KL
1	Explain various tools and modes of Digital Marketing.	KL-2
2	Discuss Display Advertising and its role in digital campaigns.	KL-1
3	Explain Email Marketing: need, types of emails, and advertising options.	KL-2
4	Describe Social Media Marketing strategies with examples.	KL-2
5	Explain Content Marketing and its importance in digital branding.	KL-2

Satyug Darshan Institute of Engineering & Technology, Faridabad

Unit III (CO-3)

Short Answer Questions

Q. No.	Question	KL
1	Define digital marketing metrics.	KL-1
2	Define Return on Investment (ROI).	KL-1
3	Explain digital media budgeting	KL-2
4	State any two Key Performance Indicators (KPIs).	KL-1
5	Explain web analytics	KL-2
6	Define conversion rate.	KL-1
7	Define attribution in digital marketing	KL-1
8	Name any two attribution models.	KL-1
9	Define cost per click (CPC)?	KL-1
10	Explain why performance measurement important in Digital Marketing.	KL-2

Long answer questions

Q. No.	Question	KL
1	Explain the concept of Digital Marketing Metrics and KPIs.	KL-2
2	Discuss budgeting and media planning in Digital Marketing.	KL-1
3	Explain ROI measurement in Digital Marketing campaigns.	KL-2
4	Describe various attribution models used in Digital Marketing.	KL-2
5	Explain the role of analytics in evaluating Digital Marketing performance.	KL-2

Satyug Darshan Institute of Engineering & Technology, Faridabad

Unit IV (CO-4)

Short Answer Questions

Q. No.	Question	KL
1	Describe the pitfalls in Digital Marketing	KL-2
2	Mention any two common mistakes in digital campaigns.	KL-1
3	Define good digital marketing practices.	KL-1
4	Explain marketing automation	KL-2
5	Name any two emerging technologies in Digital Marketing.	KL-1
6	Define AI-based marketing	KL-1
7	Define the governance in Digital Marketing	KL-1
8	How does Digital Marketing help start-ups?	KL-2
9	Define rural digital marketing	KL-1
10	State any two future trends of Digital Marketing.	KL-1

Long Answer Questions

S. No.	Question	KL
1	Discuss the major pitfalls of Digital Marketing and ways to overcome them.	KL-1
2	Explain good practices to be followed in Digital Marketing.	KL-2
3	Describe emerging technologies shaping the future of Digital Marketing.	KL-2
4	Explain the role of Digital Marketing for start-ups, MSMEs, and rural enterprises.	KL-2
5	Discuss the future scope and challenges of Digital Marketing.	KL-1