

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS-BBA

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Fundamentals of Digital Marketing
Subject Code: 25BBA171T

Max. Marks: 25
Time: 1:30 Hrs

Instructions

- Attempt all the questions

CO	Cognitive Ability	Course Outcome
CO1	Remember	Define the fundamental concepts of Digital Marketing.
CO2	Understand	Explain the differences between traditional marketing and digital marketing and the POEM framework.
CO3	Apply	Make Use of the right combination of digital marketing platforms for effective advertising.
CO4	Analyse	Analyse SEO and SEM roles in optimizing websites and driving traffic.

Q:1	Attempt All (Each carry 1 marks) (5 Marks) a. Define Digital Marketing b. Define Social Media Marketing c. Define Search Engine Optimization d. Define Web Analytics e. Define Traditional Marketing.	CO1
Q:2	Attempt any 1 out of 2 (5 Marks) a. Explain the differences between Traditional and Digital Marketing. b. Explain the need and benefits of Social Media Marketing for businesses.	CO2
Q:3	Attempt any 1 out of 2 (5 Marks) a. Apply the POEM framework to a small business marketing example. b. Apply appropriate social media platforms for promoting a local brand.	CO3

Q:4	Attempt any 1 out of 2 (5 Marks) a. Analyze the benefits and challenges of Digital Marketing. b. Analyze the effectiveness of different types of digital ads in social media marketing.	CO4
Q:5	Attempt any 1 out of 2 (5 Marks) a. Explain the types of SEO and their benefits. b. Explain commonly used terminologies in Web Analytics.	CO2
