

## INDIRA UNIVERSITY, PUNE

## SCHOOL OF BUSINESS-BBA

Term End Examination (2025 Pattern) December – 2025 - 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	<p><b>Attempt All ( Each carry 1 marks) (5 Marks)</b></p> <p>a. Define Domain Name b. Define Digital Advertising c. Define Search Engine Marketing d. Define Web Analytics Tools e. Define POEM framework</p>	CO1
Q:2	<p><b>Attempt any 1 out of 2 (5 Marks)</b></p> <p>a. Explain the importance of domain names and website structure in SEO. b. Explain two important do's and don'ts of Social Media Marketing.</p>	CO2
Q:3	<p><b>Attempt any 1 out of 2 (5 Marks)</b></p> <p>a. Develop a digital marketing strategy using the POEM (Paid, Owned, and Earned Media) framework for a small clothing brand launching online. b. Apply any two web analytics tools to measure website traffic.</p>	CO3
Q:4	<p><b>Attempt any 1 out of 2 (5 Marks)</b></p> <p>a. Analyze the differences between SEO and SEM with examples. b. Analyze common web analytics mistakes and their impact on campaign results.</p>	CO4
Q:5	<p><b>Attempt any 1 out of 2 (5 Marks)</b></p> <p>a. Apply SEO techniques to improve the ranking of a business website. b. Apply appropriate social media platforms for promoting a local brand.</p>	CO3