

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
SRI SRI UNIVERSITY, CUTTACK**

**BACHELOR OF BUSINESS ADMINISTRATION
TUTOR MARKED ASSIGNMENT**

Course Code: BBC 201

Course Name: Digital & Social Media Marketing

Semester: 2nd

Academic Year: 2025-26

Session: February 2025

Total Marks: 100

A. Answer any eight questions (essay type). Answer in about 350-500 words each.

(10 X 8 = 80)

1. What is digital marketing? Explain the types of digital marketing.
2. Can digital marketing helps small business? Explain.
3. Write the present trends in digital marketing.
4. Explain the POEM frame work in digital marketing.
5. What is social media platform ? Explain.
6. What is SEO? How it is work?
7. Explain the buying models in social media marketing.
8. Explain the role of search engine in digital marketing mix.
9. What is Twitter Marketing? Explain in details.
10. Write the characteristics of social media marketing.

B. Write short notes on any four. Answer in about 150-200 words each.

(5 X 4 = 20)

1. What is the difference between internet marketing and digital marketing?
2. Write the benefits of social media marketing.
3. What is content marketing?
4. What is blog marketing?
5. Define Facebook Avatar.
6. What is PPC(Pay Per Click)?