



**ADIKAVINANNAYAUNIVERSITY::RAJAHMAHENDRAVARAM**  
**BBA-DIGITALMARKETINGSYLLABUS(w.e.f:2020-21A.Y)**

<b>BBA Digital Marketing V Semester syllabusSkillEnhancementCourses</b>							
<b>GroupASubjects: ManagementSubjects</b>							
S.NO	COURSE	NAMEOF THE SUBJECT	TOTAL MARKS	MIDSE MEXA M*	SEM ENDE XAM	TEACHING HOURS	CREDITS
1	6A	Product & BrandManagement	100	25	75	5	4
2	7A	SalesManagement	100	25	75	5	4
3	6B	MarketingofServices	100	25	75	5	4
4	7B	RetailManagement	100	25	75	5	4
5	6C	Advertising Management	100	25	75	5	4
6	7C	MediaManagement	100	25	75	5	4
<b>GroupBSubjects:DigitalMarketingSubjects</b>							
S.NO	COURSE	NAMEOF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1	6A	ContentMarketing	100	25	75	5	4
2	7A	ContentManagement System	100	25	75	5	4
3	6B	AdvancedSEO	100	25	75	5	4
4	7B	WebAnalytics	100	25	75	5	4
5	6C	SEMRush	100	25	75	5	4
6	7C	GoogleSearch Console	100	25	75	5	4
<b>GroupCSubjects: Web BasedApplications</b>							
S.NO	COURSE	NAMEOF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1	6A	MobileMarketing	100	25	75	5	4
2	7A	E-MailMarketing	100	25	75	5	4
3	6B	Video Editing	100	25	75	5	4
4	7B	Photography & ImageEditing	100	25	75	5	4
5	6C	HTML&CSS	100	25	75	5	4
6	7C	WebDesign&Planning	100	25	75	5	4



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<b>GROUP A</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:6A</b>	<b>Product &amp; Brand Management</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** To help the students appreciate the relationship between Corporate Strategy and, Product and Brand Management

**Learning Outcomes:**

- Demonstrate knowledge of the nature and processes of branding and brand management.
- Analyse and discuss contemporary brand related problems and develop appropriate Strategies and initiatives.

**UNIT- I: Product Management-**

An Introduction. Corporate Strategy and Product Policy Product line Decisions  
Product Life Cycle and Marketing Strategies.

**UNIT-II:** New Product Development and the Techniques of Idea Generation and Screening Concept, Development and Testing Test Marketing, Launching and Tracking New Product Programmes.

**UNIT-III:** Organizing for New Products Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge Brand Identity, Personality and Brand Associations

**UNIT-**

**IV:** Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for Building Brand, Equity

**UNIT-V:** Leveraging Brand Equity, Measurement of Brand Equity

**References**

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition by: John Michael Morgan,
2. Marketing Management by Philip Kotler and Kevin Lane Keller

**Activities:**

- Written Assignment
- Oral Presentation
  
- Case Study



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<b>GROUP A</b>	<b>BBA-DM</b>	<b>SEMESTERV</b>	<b>Credits:4</b>
	<b>Course:7A</b>	<b>SalesManagement</b>	<b>Hrs/Wk:5</b>

**CourseObjective:**

The objective of this course is to develop a basic understanding about the management concepts as well as of human in various sales processes in organisation .

**LearningOutcomes:**

1. Develop a plan for organizing, staffing and training a sales force.
2. Know the distinction between the skills required for selling and sales management.

**UNIT-**

**I: Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations**

**UNIT-II: Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.**

**UNIT-III:**

**Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.**

**UNIT-IV: Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process**

**UNIT-V: Sales management job: Standard sales management process- international sales management- international market selection- market survey approach or strategy- case study in Indian context**

**References:**

1. Salesmanship Practices and Problems Paperback – Import, 15 Mar 2007 by Bertrand R. Canfield (Author).
2. Selling & Sales Management 6th Edition by David Jobber (Author), Geoff Lancaster (Author)
3. Sales Management 8T: 13T Concepts, Practices, and Cases 13T 0 Eugene M. Johnson 10T, 10T David L. Kurtz 10T, 10T Eberhard Eugen Scheuing 10T McGraw-Hill, 1994
4. Sales Force Management by Still, Cundiff & Govoni

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme



GROUP A	BBA-DM	SEMESTER V	Credits:4
	Course:6B	Marketing of Services	Hrs/Wk:5

**Course Objectives:** The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

**Learning Outcomes:**

- Understand the Concept of Services and intangible products and Discuss the relevance of the services Industry to Industry
- Examine the characteristics of the services industry and the modus operandi and Analyze the role and relevance of Quality in Services

**UNIT-I:** Meaning of Service, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

**UNIT-II:**

Service Marketing: Marketing management process for services planning, organizing, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

**UNIT-III:** Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

**UNIT-IV:** Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

**UNIT-V:** Service marketing and ICT interface - Deficiency in Services - Consumer Protection Act, 1986 - Service Tax Rules - Goods and Services Tax (GST) Bill.

**References:**

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub: Tata McGraw HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by: Hellenwood Ruffe, Macmillan India Ltd.

**Activities:**

- Written Assignments
- Oral
- Presentations Case



GROUP A	BBA-DM	SEMESTER V	Credits:4
	Course:7B	Retail Management	Hrs/Wk:5

**Course Objectives:** To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.

**Learning Outcomes:**

- The contribution of retailers to the product value chain, corporate objectives, competitor analysis, and competitive strategy;
- Consumer motivations, shopping behaviors, and decision processes for evaluating retail offers in goods and purchasing merchandise and services;

**UNIT-I:** Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

**UNIT-II:** Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

**UNIT-III:** Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, emerging trends in retailing.

**UNIT-IV:** Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research.

**UNIT-V:** Case Studies: Practical:

- To Interview a sales person and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.
- To go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.
- To visit any one of the modern Malls like, Reliance, Best Price, More, Lifestyle and prepare a Report.

**References:**

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. David Gilbert, Retail Marketing Management, Pearson Education.
4. A.J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.

**Activities:**

- Written Assignments
- Oral
- Presentations Case



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<b>GROUPA</b>	<b>BBA-DM</b>	<b>SEMESTERV</b>	<b>Credits:4</b>
	<b>Course:6C</b>	<b>Advertising Management</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** Basics of planning, creating, using, and placing advertising in the businessworld and reviews entire field of advertising as basis for students who select advertising as acareeror as an integral part ofamarketing program.

**LearningOutcomes:**

- 1.Demonstrate an understanding of advertising strategies and budgets andIdentify andunderstandthevarious advertising media.
- 2.Demonstrateanunderstandingofhowanadvertisingagencyoperates.

**UNIT-I: Evolution of advertising** - socio economic effects of advertising – types ofadvertisements – Various phases of advertising – advertising agency system - marketresearch–vocationalaspects ofadvertising

**UNIT-II: Planningandcampaigns**–Mediaselection–newspapers–Magazines–Radio-Television-Directmail-Outdooradvertising-Hoarding-Buspanels-spectacularBulletins

**UNIT-III : Outdoor advertising** in India -Commercial advertisings over - All India Radio -Doordarshan-Recenttrends inIndianAdvertising- Legalandethicalaspects ofadvertising-Advertisingpolicy

**UNIT-IV: Advertising copy** – Visualization – Illustrations – Layout – Headlines – Text –Colour – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation ofeffectiveness.

**UNIT-V: Advertising**–problemsofmeasurements–Opinionratings–Concurrentmethods – Recall test– Recognition test –Audience evolution for various media–Advertisingcode

**Referencebooks:**

1. JackZSissors andJimSurmanek, AdvertisingMediaPlanning–crain books1976
2. JamesR Adams,MediaPlanning–Businessbooks1977
3. AdvancedM.P.-JohnRRossister,KluoerAcademicpublications1998
4. AdvertisingM.P.,JackZSissors,McGrawHill6thEdition

**Activities:**

- WrittenAssignments
- OralPresentations
- CaseStudy



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<b>GROUP A</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7C</b>	<b>Media Management</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** Experience and skills in the media management field are the only way to get more job opportunities or future scopes. There are tons of opportunities available in the media sector in India as well as abroad, related to marketing, digital media, and much more.

**Learning Outcomes:**

1. To make students understand the dynamic role of the media in society
2. To introduce students to the study of contemporary forms of mediated communication.

**UNIT-I:** Media planning - The function of media planning in advertising -Role of media planner-Challenges in media planning -Media planning process -Media planning for consumer goods-Media planning for industrial goods

**UNIT-II:** Importance of Media Research in planning; Sources of media research -Audit Bureau of Circulation - Press Audits-National readership survey/IRS - Businessmen's readership survey -Television- Audience measurement- TRP -National television study -ADMAR satellite cable network study -Reach and coverage study-CB listenership survey

**UNIT-III:** Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media

**UNIT- IV:** Criterion for selecting media vehicles: Reach - Frequency • GRPS - Cost efficiency -Cost per thousand -Cost per rating-Waste-Circulation-Pass-along rate(print)

**UNIT-V:** Media Timing-Scheduling; Scheduling and budget allocation

**Reference books:**

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Advertising And Sales Promotion -S HH Kazmi, Satish K Batra

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study



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<b>GROUP B</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:6A</b>	<b>Content Marketing</b>	<b>Hrs/Wk:5</b>

**Course Objectives**

This course aims to show you how to strategically and operationally implement a content marketing plan for your business.

**Learning Outcomes:**

- Understanding of how Content impacts a customer’s buying decision and relationship with a business
- Determine the types of content they will engage with utilize low-cost, no-cost tools to produce on-brand and engaging content.

**UNIT-I:** Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

**UNIT-II:** Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

**UNIT-III:** Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines -Tools for developing visual content -HTML and CSS, overview for CMS

**UNIT-IV:** Competitive analysis

Collecting content ideas, Tools and resources for creating and managing content - Social media channels – community and communication, distributing content.

**UNIT-V:** Tools for social media management - Establishing metrics - Evaluating data - Capstone Project

**Note:** Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

**SOURCE:**

AARON MATTHEW WALL Content Marketing Book © Aaron Matthew • seobook

@gmail.com

**Reference Books**

- Building a Story Brand: Clarify Your Message So Customers Will Listen Paperback – 28 February 2018 - Donald Miller
- Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guide book Kindle Edition - Julia McCoy

**Activities:**

- Written Assignments
- Oral Presentation
- Case Study





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<b>GROUP B</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7A</b>	<b>Content Management System</b>	<b>Hrs/Wk:5</b>

**Course Objective:** In this course, students will learn how to use the thousands of themes and plugins already out there to design own custom websites by using wordpress

**Learning Outcomes:**

- Student is able to design and develop a website
- Student is able to manage the content in the website

**UNIT-I:** Introduction-Hosting your CMS-Types of WordPress- □-  
Setting up local server Downloading XAMPP-Installing XAMPP to create local server

**UNIT-II:** Installation: Install WordPress-Extracting WordPress files and installing WordPress-  
Logging into WordPress Dashboard-WordPress Dashboard-  
Navigate to the WordPress dashboard; know what everything does and how to use it

**UNIT-III:** Themes: Install WordPress Themes -Understand themes and how to find/install them -  
Customizing WordPress Themes -Customization of WordPress Widgets -Installing  
WordPress Premium Theme -Installing Wordpress Premium Theme Demo Content

**UNIT-IV:** Plugins: Install WordPress Plugins -Installing plugin for SEO on WordPress website -  
Increasing Speed of WordPress websites -Security of WordPress websites -Contact Form  
for WordPress websites -Setup Contact us page for WordPress websites -Creating Post and Basics  
of One Page Optimization (SEO)

**UNIT-V:** Page Creation: Creating Page-Settings -Domain-Choosing the right domain  
name Registering your domain-Choosing your hosting services-Comparing various service providers  
-Choosing your hosting provider-Pointing your domain to hosting provider-Setting up your Webserver-  
Installing your WordPress to your Webserver-Transferring Content to Webserver

**References:**

1. WordPress-All-in-One for Dummies by Lisa Sabin-Wilson, a John Wiley & Sons Inc. Brand in 2013  
New Jersey
2. Wordpress for Writers-  
Create an Awesome Author Website that Helps You Sell Books By Rachel Mc Collin •2019 published by  
Catawampus Press

**Activities**

- Written Assignments
- Oral
- Presentation Quiz



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<b>GROUP B</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:6B</b>	<b>Advanced SEO</b>	<b>Hrs/Wk:5</b>

**Course Objective:** With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

**Learning Outcomes:**

1. Learn what search engine optimization (SEO) is and how a Website needs to be structured.
2. Appreciate the constructs of search engine-friendly Web sites.

**UNIT-I: SEO Introduction-** Concepts of search engine optimization (SEO)- Dynamic pages- Importance, Relevance, Popularity, Trust, Authority, What is Website? What is Domain Name, Types of Domains, Domain suggestions, Premium Domains, Register a Domain Name, Web Hosting Concepts, Domain/Hosting Business Types of Websites, HTML, CSS and JavaScript, Website architecture, Static pages

**UNIT-II:** How Search Engines Work, Major Search Engines, Components of Search Engines, Major Search Engines: Google, Yahoo, Bing, Google Results, Search Engine Mechanism, Search Engine Crawling, Robots.txt, Sitemaps, Storing, Processing and Indexing, Ranking,

**UNIT-III:** On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization.

**UNIT-IV:** Off-page SEO, importance, influence factors, Right and wrong way to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Linkbait, Trust rank and worthless links

**UNIT-V:** SEM Strategy: What is SEM Strategy- Meaning and Definition of SEM- Importance of SEM- Advantages and Dis-advantages of SEM- Setting up SEM strategy- Analyzing the Efficiency of SEM Strategy- Digital promotion- Tools and techniques

**References:** 1. Search Engine Optimization: Your Visual Blueprint for an effective 2. Internet marketing, 3rd Edition (MISL- Wiley)- Kristopher B Jones  
3. Search Engine Optimization: An Hour a Day- Jenni Pezzone, Gradiva Cousin- Wiley.

**Activities**

- Written Assignments
- Oral
- Presentation Quiz



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<b>GROUPB</b>	<b>BBA-DM</b>	<b>SEMESTERV</b>	<b>Credits:4</b>
	<b>Course:7B</b>	<b>WebAnalytics</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

**Learning Outcomes:**

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies

**UNIT-I:** Getting started with Web Analytics - The digital media: owned, earned and paid media  
 - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate  
 - Understanding and using Google Analytics data - Collecting actionable data with Google Analytics - Navigating Google Analytics reports - Navigating Conversions reports

**UNIT-II:** Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users - Measuring behavior

**UNIT-III:** Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager - Collecting data using the Data Layer, variables, and events - Using additional tags for marketing and remarketing - Facebook Analytics - Twitter Insights

**UNIT-IV: Traffic sources** - Direct, referring, and search traffic - Campaigns - AdWords, AdSense  
**Content** - Pages and Landing Pages - Event Tracking and AdSense - Site Search  
**Visitors** - Unique visitors - Geographic and language information - Technical reports  
**Benchmarking, Actionable insights and the big picture** Recap of Google Analytics reports and tools - Finding actionable insights - Getting the organization involved - Creating a data-driven culture - Resources

**UNIT-V:** Social Analytics & User Generated Contents - Definition of User Generated Contents  
 - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms - Free tools for web listening analysis

**Software to be used**

Google Analytics, Talkwalker Platform, Facebook Analytics, Twitter Insights, YouTube Analytics

**Reference books:**

1. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Tabatha)
2. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
3. Complete Web Monitoring: Alistair Croll and Sean Power

**Activities:**

- Written Assignment
- Oral Presentation
- Case Study



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<b>GROUPB</b>	<b>BBA-DM</b>	<b>SEMESTERV</b>	<b>Credits:4</b>
	<b>Course:6C</b>	<b>SEM Rush</b>	<b>Hrs/Wk:5</b>

**CourseObjectives:**

SEM RushisanSEOtoolthatdoes

keywordresearch,tracksthekeywordstrategyusedbycompetitors,runs an SEOaudit of ablogand looksforback-linking opportunities.

**LearningOutcomes:**

Savetime&budget.Staycreativewithyourcontentwhile*Semrush*takescareofthedata.Over7million users haveregistered for *Semrush*.

**UNIT-I:** Keyword Research:Analyze Search Intent Instantly with Semrush-Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More AccurateThanAny Other Tool-How to UseSemrushforKeyword Research

**UNIT- II:** Keyword Ranking: How to Track Your Keywords on Google (with Semrush)- SearchEngine Ranking: How to Use Semrush to Track Keywords and Positions-How To Measure SEOShare of Voice on Semrush-How To Use Semrush Sensor To Get SERP Volatility Insights-HowtoTrack SERPRankings with theSemrush Position

**UNIT-III:** LINK Building:How to Use Outreach for Link Building- Ways to Make the Best ofSEO Link Building with Semrush-Semrush Backlinks Update 2021: How We Built a NewBacklinks-Fastest Backlink Discovery Tool as aSEMrush

**UNIT-IV:** Social Media and Local SEO:How to Use the Free Semrush Social Media Tool forEvery Platform-EffectiveOnline Reputation Management:Reasons To Monitor Mentions-How toTrackSEOin Multiple Citieswith Semrush-HowTo ImproveYour LocalSEO

**UNIT-V:** SEOTrafficAnalysisandCompetitorReserach:HowtoTargetandWinSERPFeatures- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4Steps:How-Howto AnalyzeCompetitor Website Trafficwith.Trends-CompetitorInsights

**References:**

- 1.SEMrushforAdvancedDigitalMarketingStrategy byJustinWomack2017,Publisher-Packt
- 2.SEMRush:AGuidetoCompleteSEOandPPCDominancebyMatthewPowell2017Publisher:Matthew Powell

**Activities**

- WrittenAssignments
- OralPresentation
- QuizProgramme



<b>GROUP B</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7C</b>	<b>GoogleSearchConsole</b>	<b>Hrs/Wk:5</b>

**CourseObjective:** Tomakereportsandhelpyoumeasureyour site'sSearchtrafficandperformance,fix issues,and makeyoursiteshine in GoogleSearchresults

**LearningOutcomes:**

1. Submitsitemapsandindividual URLsforcrawling.
2. Reviewindexcoveragetomakesurethat Google has thefreshest viewof website..

**UNIT-I:** Overview: Performance: totalclicks,totalimpression,avg.CTR, avg position-URLInspection:URL on isGoogle-viewcrawled page–viewsources, learnmoreoption

**UNIT-II:** Index:Coverage: valid,excluded, valid with warnings,submitted and indexed ,discovery,refreing page , pages with errors, valid pages -Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.

**UNIT-III:** Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ-Howto-Logos-Riview snippets-SiteLinks Searchbox

**UNIT-IV:** Security & Manual Actions:Manual actions-How do I remove Manual Actions inGoogleSearch Console-security issues and its report-

**UNIT-V:** Legacy Tools and Reports:Links-settings-submit feedback- about new version-Internationaltargeting-messages-URL parameters-web Tools

**References:**

1. TheUltimateGuidetoGoogleSearchConsole2021byAjaFrom@ajavuu,<https://blog.hubspot.com/marketing/google-search-console>
2. 2.Googlesearchconsole:Knowledgepanel bySajithThomosand EvinJaison 2016
3. 3.GoogleSearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

**Activities**

- WrittenAssignments
- OralPresentation
- QuizProgramme



GROUP C	BBA-DM	SEMESTER V	Credits:4
	Course:6A	Mobile Marketing	Hrs/Wk:5

**Course Objective:** To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

**Learning Outcomes:**

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

**UNIT-I:** Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

**UNIT-II:** Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

**UNIT-III:** Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-- Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

**UNIT-IV:** Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Facebook Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites- Mobile Marketing Analytics Mobile Measurement - Careers in Mobile Marketing Mobile Marketing Opportunities

**UNIT-V:** Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically. Page Creation:

**References:**

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman

**Activities:**

- Written Assignments
- Oral Presentation
- Quiz Program



<b>GROUP C</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7A</b>	<b>E-Mail Marketing</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** Email Marketing Course covers marketing strategies and guides increasing effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

**Learning Outcomes:**

1. Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.
2. Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

**UNIT-I:** Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools-Email Marketing Goals-History of Email Marketing-Advantages and Disadvantages of Email Marketing.

**UNIT-II:** E-Mail Marketing Understanding: Benefits of Email Marketing-How to write Effective content and subject line-Why Email automation is required-Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

**UNIT-III:** Introduction to Mail-Chimp-Mail-Chimp Structure-Account Setup and Settings-Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site-Import Subscribers in a List.

**UNIT-IV:** Mail-Chimp: Types of Email Marketing:-Campaigns Creating an Email-What is the Newsletter-Design a Newsletter Reports -Marketing Automation.

**UNIT-V:** Best Email Marketing Alternatives: Introduction: Mailer Lite-Send In Blue-Active Campaign-HubSpot etc.

**References**

1. Author: Tom Corson-Knowless, Email Marketing Mastery. TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018,

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme





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**BBA-DIGITALMARKETINGSYLLABUS(w.e.f:2020-21A.Y)**

<b>GROUPC</b>	<b>BBA-DM</b>	<b>SEMESTERV</b>	<b>Credits:4</b>
	<b>Course:6B</b>	<b>VideoEditing</b>	<b>Hrs/Wk:5</b>

**CourseObjectives:**TheCoursecoversthe technicalconcernssuchascamera,lens,format,andlighting instruments just to name a few, as well as various methods related to composition andsubjectmodeling in order to tell the story.

**LearningOutcomes:**

- UnderstandhistoryforcinematographyandIdentifyvariousfacilitiesrequiredtoShootandedit the film
- LearndifferenttechniquesofcapturingthefilmandtechniquesofeditingandDevelopthescript and shooting techniques

**UNIT-I:** Writingwithmotion,Theframe,Thelens,Point-of-view,Shootingmethods,OverlappingorTriple-Takemethod,Visuallanguage,Miscellaneousrulesofcomposition,Languageof thelens, Theleansand theFrame,Imagecontrolat the lens.

**UNIT-II:** Visual storytelling, Lighting as storytelling, Cinematic continuity, Shooting for editing,The Six types of cuts, Lighting basics, Motivated Light, Lighting for high def video, Lightingsources,Xenons, soft lights, Color-Correction Fluoresents, Day Exteriors.

**UNIT-III:** HD Cinematography, Types of video sensors, Digital video, Controlling the HD image,Exposure,Cameramovement,CameraMounting,Thecrabdolly,Cranes,Colorinvisualstorytelling,Imagecontrol, Optics&focus, Setoperations,Technical issues,film formats.

**UNIT-IV:** Digital Video editing, Timeframe, Analog and digital video, Video standard formats,Video broadcast, Streaming video, Video capturing, Digital media, Clips with device control,Using theTools,

**UNIT-V:** Start the magic(editing), Effects and integration, Working with Audio, Applying AudioEffects, Superimposing and compositing, Creating Titles, Render and Exporting video, Exportformats.

**References:**

1. DigitalVideoEditing,ChandrabhanuPattanayak
2. DigitalVideofordummies,KeithUnderdahl
3. Filmmaker’sHandbookbyStevenAscher&EdwardPincus
4. Cinematography:Theory&PracticebyBlainBrown
5. BasicsofVideo Lightingby DesLyver,GrahamSwainson

**Activities:**

- Seminar/Workshoponrelatedtopics
- RVJ(ReflectiveVisual Journal)onthetheoryandparticles
- Production/ Liverelated2Dproject





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**BBA-DIGITALMARKETINGSYLLABUS(w.e.f:2020-21A.Y)**

<b>GROUP C</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7B</b>	<b>Photography And ImageEditing</b>	<b>Hrs/Wk:5</b>

**Course Objectives:** At the end of this course, the student will possess image editing skills using the imaging-editing software

**Learning Outcomes:**

- Understand the techniques and tips of the photography and identify various facilities required to shoot and edit the image
- Learn different techniques of capturing the images and modifying in software and develop the method of basic image editing techniques

**UNIT-I:** Making of photography, Digital cameras and images, Taking photos, Image sensors, images cleaning, Digital workflow, Image formats, Storing images, Color Management, Color Models and spaces, Controlling Exposure

**UNIT-II:** Controlling Sharpness, Image stabilization, Focusing, Depth of Field, Capturing light & Color, White Balance, Color Balance and time of day, Understanding Lenses, Macro mode and macro lenses, On-camera flash photography

**UNIT-III:** Studio Photography, Using studios, Using diffusers, The main light, The fill light, The rim light, Displaying & Sharing photos on Screen, Slide Shows, File formats, Publishing your photos

**UNIT-IV:** Scanning and Image Editing, Digital retouching, Image enhancement, Image size, Retouching tools, Layers, Applying selective effects to images, Filters with masks, Digital darkroom effects

**UNIT-V:** Digital output, Placing photos, Document creation, Posting photos on the web page, Printers, Output devices, Proofing, Printing Quality, Printing sizes

**References:**

1. The textbook of Digital Photography second edition, Dennis P. Curtin
2. Resources suggested by the Teacher concerned and the college Librarian including reading material

**Activities:**

- Seminar/Workshop on related topics
- RVJ (Reflective Visual Journal) on the theory and practice
- Event Photography of any function



<b>GROUP C</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:6C</b>	<b>HTML &amp; CSS</b>	<b>Hrs/Wk:5</b>

**Course Objective:** HTML and CSS go hand in hand for developing flexible, attractive, and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a website semantically along with presentation cues, making it a markup language, rather than a programming language.

**Learning Outcomes:**

- Student is able to design basic website through HTML
- Learner is able to present content more effectively

**UNIT- I:** HTML Introduction-History of HTML-What you need to do to get going and make your first HTML page-What are HTML Tags and Attributes- HTML Tag vs. Element-HTML Attributes:How to differentiate HTML Document Version-HTML- Basic Formatting Tags:HTML Basic Tags-HTML Formatting Tags-HTML Color Coding.

**UNIT-II:**HTML-Grouping Using Div Span:Div and Span Tags for Grouping-HTML-Lists:Unordered Lists-Ordered Lists-Definition list-HTML-Images:Image and Image Mapping-HTML-Hyperlink:URL-Uniform Resource Locator-URL Encoding.

**UNIT-III:**HTML-Table:<table>-<th>-<tr>-<td>-<caption>-<thead>-<tbody>-<tfoot>- <colgroup>-<col>-HTML-Iframe:Attributes Using- Iframe as the Target-HTML-Form: <input>-<textarea>-<button>-<select>-<label>-:HTML-Headers::Title-Base-Link-Styles-Script-Meta-: HTML-Miscellaneous:HTML Meta Tag-XHTML-HTML Deprecated Tags & Attributes

**UNIT-IV:** CSS Introduction:Benefits of CSS-CSS Versions History-CSS Syntax- External Style Sheet using <link>-Multiple Style Sheets-Value Lengths and Percentages-:CSS2-Syntax:CSS Syntax-single Style Sheets-Multiple Style Sheets-Value Lengths and Percentages.

**UNIT-V:** CSS Selectors:ID Selectors-Class Selectors-Grouping Selectors-Universal Selector-Descendant/Child Selectors-Attribute Selectors-CSS-Pseudo Classes-- Color Background Cursor:background-image-background-repeat-background-position-CSS Cursor.

**References**

1. Thomas A. Powell-HTML&CSS:The Complete Reference,Fifth Edition-Tata McGraw Hill
2. Jon Duckett-HTML&CSS Design and Build Websites-Published by John Wiley & Sons, Inc. 10475 Crosspoint Boulevard Indianapolis, IN 46256 www.wiley.com.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme



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<b>GROUP C</b>	<b>BBA-DM</b>	<b>SEMESTER V</b>	<b>Credits:4</b>
	<b>Course:7C</b>	<b>WebDesign&amp;Planning</b>	<b>Hrs/Wk:5</b>

**Course Objective:** Participant is able to learn how to start Start blogging regularly and Drive more traffic from audience to website and Decrease your site's bounce rate and Raise your conversion rate.

**Learning Outcomes:**

1. Certainty and Efficiency in website designing
2. Enhanced end user experiences so that achieve maximum returns.

**UNIT-I: Website:** What is the Website-What is www-What are the different types of websites?- Web page Vs. website-Difference between blog Vs. website-Components of the website-Purpose of creating websites-

**UNIT-II: Building a Web Page:** How to build a web page-Web design Vs. web development-What makes a website user-friendly-Dynamic Vs. Static website-What are responsive websites-Build your own portfolio website

**UNIT-III: Domain Registration:** What is domain & subdomain name-Parts of domain name-How to choose a domain name-What is the Protocol-What is IP address

**UNIT-IV: Hosting:** What is web hosting-What is Uptime-Types of Web Hosting-How to buy domain and hosting-Costs of a domain name-Buying and managing domains-Importance of server security-What is SSL certification-When your site goes down what will happen-What is the page authority and domain authority

**UNIT-V:** What is Internet- Understanding domain names & domain extensions-Different types of websites -Based on functionality -Based on purpose -Planning & Conceptualising a Website - Booking a domain name & web hosting -Adding domain name to web Server -Adding web pages & content -Adding Plugins -Building website using CMS in Class -Identifying objective of website - Deciding on number of pages required -Planning for engagement options - Landing Pages & Optimization -Creating blueprint of every web page-Best & Worst Examples

**References:**

1. The principles of beautiful web design: by Jason Beaird and James George, 8 July 2014, Publisher: SitePoint
2. Learning web design: A beginner's guide, 5th edition, by Jennifer Niederst Robbins

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme



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**BBA-DIGITALMARKETINGSYLLABUS(w.e.f:2020-21A.Y)**

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 6A PRODUCT AND BRAND MANAGEMENT**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

- 1) Define product? State the meaning of product management?
- 2) State the role of idea generation in new product development?
- 3) Explain corporate branding with examples?
- 4) Explain the concept of brand associations?
- 5) What do you mean by brand knowledge?
- 6) State advantages and disadvantages of branding?
- 7) Explain product policy? State its relevance in product management?
- 8) What are various tools for brand building?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9) (a) Define product life cycle? State various marketing strategies in various stage of PLC?  
(or)  
(b) Define product line? State various product line decisions?
- 10) (a) Explain various strategies and stages in new product development?  
(or)  
(b) What do you mean by test marketing and commercialization? Explain?
- 11) (a) Define Brand? Explain the concept of brand management?  
(or)  
(b) Explain brand identity and brand personality?
- 12) (a) Explain brand portfolio with suitable examples?  
(or)  
(b) Define brand equity? State the components of brand equity?
- 13) (a) Explain leveraging brand equity?  
(or)  
(b) State how you would measure the brand Equity?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 7A SALES MANAGEMENT**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

- 1 .What do you mean by sales presentations?
- 2 .Explain various qualities of sales management?
- 3 .Explain various types of sales organization?
4. State various techniques to handle objections?
5. Define sales quota? Explain various types of sales quotas?
6. How do you recruit and select sales force?
- 7 .Explain sales force management?
8. Various methods of motivating sales force?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9 .(a) state the meaning and importance of sales management ?  
(or)  
(b) Explain various trends in sales management?
- 10.(a) Define a sales strategy? Explain various selling strategies?  
(or)  
(b) Explain the selling process?
- 11.(a) Define sales quota ? Explain the procedure for defining sales quotas?  
(or)  
(b) Define sales territory? State various methods for managing sales territories?
- 12.(a) Explain nature I and importance of sales force ?  
(or)  
(b) Define sales compensation? State various types of compensation plans ?
13. (a) Explain standard sales managements process ?  
(or)  
(b) State various factors effecting selection of international markets?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 6B MARKETING OF SERVICES**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25Marks**

1. Explain various characteristics of services
2. Explain various types of services
3. State various factor effecting selection of target market
4. Explain various challenges and obstacles in service marketing
5. What is service blue print? Explain its benefit
6. Explain deficiencies in services
7. GST bill and its impact on Indian economy .Explain?
8. State various insurance services?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

9. a .Define services? State the role of service in Indian economy?  
{Or}  
b. Explain various factors effecting growth of service sector
10. a. Explain service marketing mix in detail  
{Or}  
b. Explain marketing management process?
11. a. Explain stages in new services development process?  
{Or}  
b. Define service standard? State various factors determining service standard
12. a. Explain financial services with certain examples  
{Or}  
b .Explain various tourism services with examples
13. a. Explain consumer protection net 1986  
{Or}  
b. Explain ICT interface in service marketing

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 7B RETAIL MANAGEMENT**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

1. State various steps in strategic retail planning process
2. State the classification of retail units
3. What do you mean by visual merchandise?
4. Explain methods of reducing inventories loss
5. Define retail strategy? State various factors effecting retail strategy
6. Explain few retail promotions strategies?
7. FDI in retailing helps for growth of economy substantiate the statement
8. Explain the benefits of traditional retailing

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

9. a. State various functions effecting retailing.  
Or  
b. what are the various factors effecting retailing.
10. a. state various types and Factors  
Or  
b. what are various type of retail layouts?
11. a. state the factors affecting growth of organized retailing in India  
Or  
b. explain various trends in retailing in modern era
12. a. what is retail price? Explain various retail pricing strategies.  
Or  
b. explain factors influencing retail pricing.
13. a. if you are a manager of kirana store explain how do you perform.
  - i. Store arrangement
  - ii. Number of brands carried
  - iii. Pricing policies
  - iv. After sale service

b. Write a brief report about what are likes and dislikes about retail sales manager job, hissalary, how to fix sales quotas and territories?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 6C ADVERTISING MANAGEMENT**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

1. Define Ad agency? State its functions?
2. Define market Research? State its benefits?
3. State various challenges of direct mail?
4. Explain various types of outdoor media?
5. “Advertising policy in India favors corporate” comment on this statement?
6. What are various psychological factors in advertising?
7. What are the problems in measuring advertising effectiveness?
8. Define advertising by various authors?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9 (a) Define advertising? State various types of advertisement?  
(or)  
(b) Explain socio economic effects of advertising?
- 10(a) Explain various factors effecting media selection?  
(or)  
(b) State various types of advertising media?
- 11 (a) what are various trends in India advertising?  
(or)  
(b) Explain outdoor advertising in India?
- 12 (a) Define advertising layout? Explain various types of add layouts?  
(or)  
(b) Define advertising copy? State various components of advertising copy?
- 13 (a) Explain various concurrent methods of testing add effectives?  
(or)  
(b) Explain recall and recognition tests? Also state the difference between recall and recognition tests?



**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 7C MEDIA MANAGEMENT**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

1. State any five challenges in media planning.
2. Explain a media plan for industrial goods.
3. Explain Benefits of Broadcasting Media.
4. State advantages of various Print Media
5. Explain cost per thousand and cost per rating.
6. Explain the concept of Media Coverage?
7. Explain Press Audits?
8. What are various sources of Media Research?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9 (a) State Media Planning Process?  
(or)  
(b) State the functions of Media planning in advertising.
- 10 (a) Define Media Research? State its importance.  
(or)  
(b) State TRP's and GRP's.
- 11 (a) State various criteria for selecting Media Vehicles.  
(or)  
(b) Explain Media Reach and Media frequency.
- 12 (a) Define Media Scheduling? State the factors and types of Media Scheduling  
(or)  
(b) Explain Media Scheduling and budget Allocation.
- 13 (a) Define Direct Mail? State its benefits.  
(or)  
(b) Explain various types of outdoor Media?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course – 6A CONTENT MARKETING**

**Time:3Hrs**

**Max.marks:75**

**SECTION-A**

**I. Answer any FIVE of the Following: 5x5=25 Marks**

1. Discuss the Content Strategy?
2. Write short notes on Content Marketing?
3. Intro to Word Press
4. Explain the Business Goals for Website?
5. HTML
6. Community in Content Marketing
7. Social Media Channels
8. Establishing Metrics

**SECTION-B**

**II. Answer the Following: 5x10=50Marks**

9. a) What is Content Marketing and explain its Importance to business?

OR

b) Write a note on Content Planning and use of Content Marketing?

10. a) Describe the overview of CMS and navigation and site structure in Word Press?

OR

b) Discuss about Word Press Design and its need to website(s)?

11. a) Explain the CSS and how its relevance to Content Marketing?

OR

b) What do you mean by Writing for the Web-Refining Content?

12. a) What is Competitive Analysis and why we do it in Content Marketing?

OR

b) What are Social Media Channels and how to distribute content in that?

13. a) Define Social Media and Tools for Social Media Management?

OR

b) What do you mean by Evaluating Data and its significance to business?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 7A – CONTENT MANAGEMENT SYSTEM**

**Time:3Hrs**

**Max.marks:75**

**SECTION-A**

**I. Answer any FIVE of the Following:**

**5x5=25 Marks**

1. Hosting
2. CMS
3. Introduction to Word Press
4. Themes
5. Plugins
6. Creating Contact Form through Word Press
7. Creating Page
8. Settings

**SECTION-B**

**II. Answer the Following:**

**5x10=50 Marks**

- 9 a)What is Content Management System and its Importance?

OR

- b) Installing XAMPP to create local server?

- 10 a)Describe the overview of CMS Dashboard in Word Press?

OR

- b) How to Log in into Word Press Dashboard?

- 11 a) Understand themes and how to find/install them?

OR

- b) Installing Word Press Premium Theme Demo Content?

12. a) Installing plugin for SEO on Word Press website?

OR

- b) Setup Contact us page for Word Press websites?

13. a) Choosing your hosting services ?

OR

- b) Setting up your Web server?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 6B – ADVANCED SEO**

**Time:3Hrs**

**Max.marks:75**

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**SECTION-A**

**I. Answer any FIVE of the Following:**

**5x5=25 Marks**

1. Relevance
2. Popularity
3. Google
4. Processing
5. Paginations
6. Off-Page SEO
7. SEM
8. Advantages of SEM

**SECTION-B**

**II. Answer the Following:**

**5x10=50 Marks**

- 9 a) Concepts of search engine optimization (SEO)?  
OR  
b) Discuss Website Architecture?
- 10 a) How Search Engines Work?  
OR  
b) Search Engine Mechanism?
- 11 a) Navigation Links Vs.Contextualal Links?  
OR  
b) What are On-page SEO influence factors?
12. a) What is Off-page SEO, and its importance,?  
OR  
b) Right and wrong ways to link?
13. a) Meaning ,Definition and Importance of SEM Strategy?  
OR  
b) Tools and techniques of SEM?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 7B – WEB ANALYTICS**

**Time:3Hrs**

**Max.marks:75**

**SECTION-A**

**I. Answer any FIVE of the Following:**

**5x5=25 Marks**

1. What is Web Analytics
2. Sessions
3. E-Commerce Analysis
4. Measuring Behavior
5. Tag Manager
6. Referring
7. User Generated Content
8. What is KPI

**SECTION-B**

**II. Answer the Following:**

**5x10=50 Marks**

9 a) What is Web Analytics and its Importance to Business?

OR

b) Understand in gaud using Google Analytics Data?

10 a) App Analytics?

OR

b) Mobile App Analytics?

11 a) Setting up Google Tag Manager?

OR

b) Face book Analytics?

12. a) Ad-Words Vs Adsense?

OR

b) Geographic and language information?

13. a) Definition of User Generated Contents?

OR

- b) Free tools for web listening analysis?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**

**SEMESTER –V**  
**Course 6C – SEMRush**

**Time:3Hrs**

**Max.marks:75**

**SECTION-A**

**I. Answer any FIVE of the Following:**

**5x5=25 Marks**

1. SEMrush
2. Keyword Research
3. Keyword Ranking
4. How To Use SEMrush Sensor
5. Link Building
6. How to Use Outreach for Link Building
7. Social Media
8. SEO Traffic Analysis

**SECTION-B**

**II. Answer the Following:**

**5x10=50 Marks**

9 a) Analyze Search Intent Instantly with SEMrush?

OR

b) How to Use Semrush for keyword Research ?

10 a) How to Track Your Keywords on Google?

OR

b) Howto Track SERP Rankings with the Semrush Position?

11 a) Ways to Make the Best of SEO Link Building with SEMrush?

OR

b) Fastest Back link Discovery Tool as a SEMrush?

12. a) How to Use the Free SEMrush Social Media Tool for Every Platform ?

OR

b) How to Improve Your Local SEO?

13. a) How to Targetand Win SERP Features?

OR

b) How to Analyze Competitor Website Traffic with Trends?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 7C – GOOGLE SEARCH CONSOLE**

**Time:3Hrs**

**Max.marks:75**

**SECTION-A**

**I. Answer any FIVE of the Following:**

**5x5=25 Marks**

1. Total Clicks
2. Impressions
3. Index
4. Coverage
5. Search Box
6. AMP
7. Manual Actions
8. Web Tools

**SECTION-B**

**II. Answer the Following:**

**5x10=50 Marks**

9 a)What is Google Search Console and Its Overview?

OR

b) URL Inspection through URL on is Google?

10 a) Briefly explain about Coverage Option in GSC?

OR

b) What is Sitemap and How do we add news it e map?

11 a) Mobile usability in GSC?

OR

b) Site Links Search-Box in GSC?

12.a) How do I remove Manual Actions in Google Search Console?

OR

b) Security issues and Its Report?

13. a) Legacy Tools and Reports-Discuss ?

OR

- b) URL parameters in GSC?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 6A – MOBILE MARKETING**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any FIVE of the following**

**5 X 5 = 25 Marks**

1. Define SMS?
2. Define MMS?
3. Advantages of QR Code?
4. What do you understand by IVR?
5. What is an Incentive?
6. Careers in Mobile Marketing?
7. Mobile Measurement?
8. Advantages of Mobile Marketing?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

9. a. What are the steps involved in Mobile Application Campaign?  
( Or)  
b. Explain the Campaign Delivery options?
10. a. What are the Augmented Reality Campaign Delivery options?  
(Or)  
b. Write the difference between Mobile and Traditional Marketing?
11. a. Write a note on Mobile Rules and Regulations?  
(Or)  
b. Write a note on Mobile Campaign Compliance?
12. a. Explain the advantages and disadvantages of Facebook Advertising for Mobile?  
(Or)  
b. Write a brief note on Mobile Marketing Analytics?
13. a. Explain the advantages and disadvantages of Buffer Mobile Software?  
(Or)  
b. Explain the steps involved in Page Creation?



**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 7A – E-MAIL MARKETING**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any 5 questions of the following**

**5 X 5 = 25Marks**

1. Goals of Email Marketing
2. Advantages of Email Marketing?
3. E mail Guidelines
4. How to write effective content?
5. Email marketing strategy?
6. Marketing automation?
7. MailerLite
8. Who is a subscriber?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9 a. Explain the Importance of Email Marketing?  
(Or)  
b. Write the History of Email Marketing?
- 10 a. How to Write Effective Content and Subject Line?  
(Or)  
b. How to Write an Effective Email Campaign?
- 11 a. How to create an account in Mail Chimp?  
(Or)  
b. How to integrate forms in Site?
12. a. Explain the types of Email marketing?  
(Or)  
b. How to Design a Newsletter Reports?
13. a. What are the alternatives of Email marketing?  
(Or)  
b. How to conduct an effective Email Campaign?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 6B – VIDEO EDITING**

**Time:3Hrs**

**Max.marks:75**

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**Section – A**

**I. Answer any 5 Questions. Each Question Carries 5 marks**

**5 X 5 = 25Marks**

1. A brief history of the cinematography.
2. Explain the video cameras parts.
3. What is composition?
4. Explain the video editing techniques.
5. How to edit the video and audio explain the process?
6. What is sound how to edit the sound?
7. Explain the role of gears.
8. Explain the lighting techniques used.

**Section – B**

**II. Answer all the questions. Each question carries 10 marks**

**5 X 10 = 50 Marks**

9. a) Explain the Basic idea of video editing.  
(or)  
b) What is the rule of third explain in detail?
10. a) How to the concept of continuity?  
(or)  
b) Explain the continuity in the film?
11. a) How to work tripod, and Slider in detail?  
(or)  
b) What is reaction shots and reverse shots explain in detail?
12. a) Explain the 180 Degree rule explain in detail.  
(or)  
b) How to capture Digital & Analog Video explain the process?
13. a) Explain the videography tips and tricks.  
(or)  
b) What is a video editing and explain ten tools for video production?

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 7B – PHOTOGRAPHY & IMAGE EDITING**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any 5 Questions. Each Question Carries 5 marks**

**5 X 5 = 25**

1. What is digital photography? Explain in detail.
2. Types of Digital camera.
3. Explain the playback mode.
4. What are the image formats? Explain in detail?
5. How to organize your photo explain the process?
6. What is white balance?
7. Explain the direction of light.
8. How to work on zoom lenses?

**Section – B**

**II. Answer all the questions. Each question carries 10 marks**

**5 X 10 = 50**

9. a) What is Digital cameras and images?  
(or)  
b) Explain the Composing image process.
10. a) What is Digital workflow? Explain the process?  
(or)  
b) Explain in detail about lenses.
11. a) What is on-camera flash photography explain in detail?  
(or)  
b) How to add external flash explain the type of externals?
12. a) Explain the studio photography in detail.  
(or)  
b) How to choose a background to explain the selection process?
13. a) What is displaying and sharing printed photos explain the details?  
(or)  
b) Explain the beyond the still image.

**MODEL QUESTION PAPER (Sem-end. Exam)**  
**BBA-DM DEGREE EXAMINATION**  
**SEMESTER –V**  
**Course 6C – HTML & CSS**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any 5 questions of the following**

**5 X 5 = 25Marks**

1. What is an attribute?
2. Difference between HTML tag and Element?
3. What is an URL?
4. CSS syntax
5. What is Multiple Style Sheet?
6. Value Length?
7. Attribute Selectors
8. CSS Cursor?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

- 9 a. Write the History of HTML?  
(Or)  
b. Explain in detail basic formatting tags with suitable example?
10. a. Write a note on HTML Lists?  
(Or)  
b. Explain the process of Image Mapping?
11. a. How to Design a table in HTML?  
(Or)  
b. Write a note on HTML Headers?
12. a. How to design a external style sheet using <link> command?  
(Or)  
b. How to add the specific features like colors, positioning, or decorations using CSS Syntax?
13. a. Explain the Types of selectors and how to use it?  
(Or)  
b. How to create a Color Background to page using CSS?



**ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM**

**BBA-DIGITALMARKETING Syllabus(w.e.f:2020-21A.Y)**

**MODEL QUESTION PAPER (Sem-end. Exam)**

**BBA-DM DEGREE EXAMINATION**

**SEMESTER –V**

**Course 7C – WEB DESIGN & PLANNING**

**Time:3Hrs**

**Max.marks:75**

**Section – A**

**I. Answer any 5 questions of the following**

**5 X 5 = 25 Marks**

1. What is a Website?
2. Difference between blog and website?
3. What makes a website User-friendly?
4. what do you mean by Dynamic website?
5. What is Domain?
6. What is Protocol?
7. What is web hosting?
8. Domain Extension?

**Section-B**

**II. Answer the following Questions**

**5x10=50 Marks**

9. a. What are the different types of website?(Or)  
b. Explain the components of website?
10. a. Write the steps involved in building a webpage?  
(Or)  
b. Write a note on responsive websites?
11. a. Write a note on parts of domain name?(or)  
b. What is a web protocol and explain the difference between HTTP and HTTPS?
12. a. Explain the types of webhosting?  
(Or)  
b. Explain the importance of server Security?
13. a. How to add domain name to web server?  
(Or)  
b. Explain the different types of websites?