

59

Minor Programme from the Year 2023-24 Onwards
Programme-**B.B.A. (Digital Marketing)** Honours-Major
Model Question Paper for All Semesters Subjects

Time: 3 Hours

36
Total Marks: 75

PART -A

Answer any Five of the following

Note: Draw labelled diagrams wherever necessary and Each unit must carry two questions

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PART -B

Answer any Five of the following

Note: Draw labelled diagrams wherever necessary

Each unit must carry two questions

5X10=50 Marks

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.