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BBA (LSCM) Examination 2021-22**(Even Semester)****SOCIAL MEDIA MARKETING***Time : Three Hours]**[Maximum Marks : 60***Note :-** Attempt all questions.**SECTION - A**

1. Attempt all parts of the following : 8 × 1 = 8
- (a) Define social media marketing.
 - (b) Explain social networking.
 - (c) Explain Email marketing.
 - (d) What is search engine?
 - (e) Explain digital marketing.

[P. T. O.