

BACHELOR EXAM QUESTIONS 2022/2023

major: E-BUSINESS & DIGITAL MARKETING

1. **Affiliate Marketing on the Internet: meaning and main issues.**
2. **Benefits of social media marketing.**
3. **Digital marketing channels.**
4. **Components of digital business - artificial intelligence, internet of things, digital engineering.**
5. **Content marketing: meaning and main issues.**
6. **Cybersecurity: meaning and main issues.**
7. **Digital marketing as an effective sales tool.**
8. **Digital marketing tools and channels.**
9. **Display marketing: meaning and main issues.**
10. **E-business versus traditional business: differences and similarities.**
11. **E-mail marketing: meaning and main issues.**
12. **Ethical issues in traditional business and in e-business.**
13. **History of digital marketing: beginnings and development.**
14. **KPI (Key Performance Indicators): meaning and main issues.**
15. **Market analysis methods.**
16. **Mobile in the digital marketing: importance and main issues.**
17. **Multi-channel communication: meaning and main issues.**
18. **Search engine marketing (SEM): meaning and main issues.**
19. **Search engine optimization (SEO): meaning and main issues.**
20. **Success indicators in the marketing plan: examples.**
21. **Target group: meaning and its importance in marketing.**
22. **The role of social media in marketing.**
23. **The role of brand awareness in marketing.**
24. **Traditional versus digital marketing: meaning and main issues and differences.**
25. **Viral: meaning and main issues.**