

(2021 Batch onwards)

G 401 DC1.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)**  
**Mangaluru**

**B.B.A. Semester V – Degree Examination**  
**November - 2024**

**PRODUCTION AND OPERATIONS MANAGEMENT**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. What do you mean by batch production?
2. Give the meaning of production and operations management.
3. What is loading?
4. What is plant location?
5. What are ordering costs?
6. What is safety stock?
7. What is reliability centered maintenance?
8. What is maintenance scheduling?

**PART - B**

Answer any **FOUR** of the following.

(4x5=20)

9. Explain the outline of the operations strategy.
10. Describe the guiding principles in product layout design.
11. State the objectives of production planning and control.
12. Interpret the reasons for keeping the inventories.
13. Explain the economic order quantity model.
14. Classify work related welfare facilities provided by the industries.

**ST ALOYSIUS COLLEGE LIBRARY**  
MANGALURU - 575 003

**PART – C**

Answer any **TWO** of the following.

(2x15=30)

15. Classify the manufacturing and non-manufacturing operations based on their functions.
16. Compare and contrast the different types of plant layout.
17. Interpret the Alfred Weber's theory of the location of industries and practices.
18. Explain the modern scientific methods of maintenance.

\*\*\*\*\*

(2021 Batch onwards)

G 401 DC2.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)**

**Mangaluru**

**B.B.A. Semester V – Degree Examination**

**November - 2024**

**INCOME TAX –I**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. State the provision of section 80 CCH.
2. Write the definition of previous year and assessment year.
3. What is deemed to be let out house property?
4. Write the two basic conditions applicable to determine residential status of individual under section section 6(1)
5. Write the meaning of specified employee.
6. State any four tax free perquisites.
7. Write a difference between TDS and TCS.
8. State the provision of voluntary retirement from service.

**PART - B**

Answer any **FOUR** of the following.

(4x5=20)

9. Mr. Fleming is employed in a town (population 24 lakh). His particulars of income earned in the previous year 2023-24 are:
  - (i) Basic salary ₹60,000 p.m.
  - (ii) DA 40% of basic (50% enters into retirement benefits)
  - (iii) Bonus ₹ 40,000.
  - (iv) Commission ₹30,000.
  - (v) Medical allowance ₹3,000 p.m.
  - (vi) Company provided him a rent-free furnished house.
  - (vii) Value of furniture provided ₹80,000.
  - (viii) Company collects ₹1000 per month rent from him.Compute Taxable Rent-Free Accommodation. **ST ALOYSIUS COLLEGE LIBRARY**  
MANGALURU - 575 003
10. Total income of Mr. Dharmasena ₹ 18,00,000 includes income from agriculture ₹12,00,000, Find out his net tax liability under new regime as well as under old regime.
11. Define agricultural income. Write at least five examples each agricultural and non-agricultural incomes.
12. Mr. Sachin, left India to UAE for employment purpose on 10-07-2022. He visited India to attend his daughter's marriage on 20-07-2023. He left India to Singapore for employment purpose on 10-12-2023. Determine his residential status for A.Y. 2024-25.

**Contd...2**

13. Mr. Sundar gives the following particulars for the previous year 2023-24.

- i) Basic ₹30,000 per month.
- ii) DA-₹4,000 per month (30% considered for retirement benefit)
- iii) Commission paid-1% of ₹3,00,000 turnover.
- iv) HRA ₹5,500 per month.
- v) Actual rent paid (house) ₹5,000 p.m.

Compute taxable HRA for A.Y 2024-25 (his work place is situated at Delhi)

14. Explain the situations where previous year is considered as assessment year for assessing individual's income.

### PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Followings are the particulars of Mr. Chahal. Find out taxable salary income if he is not opting section 115BAC for the A.Y 2024-25. (city population 26,00,000)

- (i) Salary (Basic) 45,000 p.m.
- (ii) D.A.—30% of salary (50% of D.A. enters into retirement benefit)
- (iii) Bonus—two month's basic salary
- (iv) Medical allowance ₹4,500 p.m.
- (v) Conveyance allowance ₹8,000 p.m. (60% used for official duty)
- (vi) Hostel allowance ₹500 p.m. each for 3 children.
- (vii) City compensatory allowance ₹2,000 p.m.
- (viii) Education allowance ₹500 p.m. per child for 3 children.
- (ix) Free meal ₹65 per day for 240 days.
- (x) Company provided rent free furnished house. Cost of furniture ₹80,000.
- (xi) Company provided facility of sweeper and Gardener for ₹3000 p.m. and ₹4000 p.m. respectively.
- (xii) Company reimbursed medical bill worth ₹24,000 (treatment is given in government hospital).
- (xiii) Company has provided him a car of 1.8.cc. The car is used for both official and private purposes. Company meets all the expenses of running the car. Driver is provided.
- (xiv) He has contributed to RPF @14% of salary and equal contribution is given by the company.
- (xv) Interest on RPF is @10.5% p.a. ₹10,500.
- (xvi) Professional tax paid ₹2400.

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

16. Ms. Sindhu owns five houses the details of which are as follows :

Particulars	1	2	3	4	5
Municipal value ₹	2,90,000	3,00,000	1,20,000	1,50,000	2,40,000
Fair Rental value ₹	2,80,000	3,20,000	1,10,000	1,20,000	2,25,000
Rent Received ₹	2,52,000	2,40,000	Self	Self	Self
Standard Rent ₹	2,60,000	3,10,000	1,40,000	1,60,000	2,70,000
Vacancy period	3 month	3 month	---	---	----
Municipal Taxes ₹	26,000	30,000	12,000	15,000	24,000
Repairs ₹	NIL	12,000	4,000	6,000	2400
Interest on housing loan for construction	40,000	45,000	---	---	----

Contd...3

For the construction of the 4<sup>th</sup> house, she had borrowed ₹1,00,000 at 12% p.a. on 1.2.2021. The house was completed on 1.8.2022. The loan of ₹80,000 is still not cleared as on 1-4-2023. In respect of 1<sup>st</sup> house the rent in arrear ₹ 20,000 of 2021-22 received in the previous year. One month rent of 2<sup>nd</sup> house is unrealized. The claim was genuine and income tax officer accepted the claim. Compute income from house property for Assessment year 2024-25.

17. From the following incomes which incomes are assessable in India if the assessee is -(a) Resident, (b) Not ordinarily resident, and (c) Non-resident:
- Income from business in USA, managed from Kerala ₹2,90,000.
  - Pension for services rendered in Japan, received in London ₹65,000
  - Income from assets in Kuwait, received in Mangalore ₹10,60,000
  - Profit from business in Sri Lanka ₹75,000 (1/5th received in Iran)
  - Income from profession in China controlled from India ₹15,00,000.
  - Interest on post office saving bank account in India ₹3,000.
  - Income from agriculture in Nepal ₹12,00,000. Later on remitted to India.
  - Income from house property in Canada, received in Mangalore ₹4,00,000.
  - Income from business in Delhi, which is controlled from Srilanka ₹25,00,000.
  - Income from agriculture in Chennai ₹55,000, received in Thailand.
  - Profit from UK branch of SBI ₹8,00,000.
  - Income earned in Bangladesh ₹6,00,000 (1/5th received in Delhi).
  - Gift received from mother on occasion of birthday ₹2,50,000.
  - Gift received from a friend on occasion of marriage anniversary ₹2,00,000.

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

18. Mr. Jasprith retires from a company on 31<sup>st</sup> January, 2024 after serving 20 years and 8 months. At the time of retirement his basic salary was ₹ 40,000 per month. He was also entitled to Dearness Allowance of ₹6,000 per month (considered for retirement benefit). Annual increment of ₹ 1000 falls due on 1<sup>st</sup> September every year. On the retirement he received ₹ 14,00,000 as gratuity and 19,00,000 as encashment of leave salary. He had 10 months earned leave to his credit. He commuted 3/4<sup>th</sup> of pension and received ₹ 12,00,000. He is not covered under Gratuity Act of 1972. Compute the taxable part of gratuity, encashment of leave salary and commuted pension of Mr. Jasprith for the Assessment Year 2024-25.

\*\*\*\*\*

(2021 Batch onwards)

G 401 DC3.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November - 2024**

**BANKING LAW AND PRACTICE**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. State any four features of banking.
2. State any four types of customers to a bank.
3. Who is a paying banker?
4. Write the meaning of letter of credit.
5. Mention the four types of cheque clearing.
6. What is the meaning of lending operations?
7. Give the meaning of bill discounting.
8. Write the meaning of blockchain technology.

**PART - B**

Answer any **FOUR** of the following.

(4x5=20)

9. Briefly explain any five obligations of customer.
10. Explain the need for banking innovation.
11. Write in detail various types of crossing of cheques.
12. Explain the holder for value under collecting banker.
13. What are securities? Explain its features.
14. Explain any five principles of bank lending.

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

**PART – C**

Answer any **TWO** of the following.

(2x15=30)

15. Elaborate the types of account holders and procedures to be aware of when opening.
16. Explain the procedure to apply the following loan's: Housing, Education and Vehicle.
17. Explain the types of digital payments available in the present world.
18. Elaborate the capacity and statutory protection given to a collecting banker.

\*\*\*\*\*

(2021 Batch onwards)

G 401 DE1a.5

Reg. No. :

--	--	--	--	--	--

**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November - 2024**

**ADVANCED CORPORATE FINANCIAL MANAGEMENT**

Time: 2½ Hours

Max Marks: 60

**Note: Present Value Table will be provided.**

**PART – A**

**Answer any FIVE of the following.**

**(5x2=10)**

1. Write the meaning of arbitrage process.
2. What is 3/30 net 45 with regard to credit management?
3. What is company related risk and industry related risk?
4. EBIT ₹10,00,000, Market value of equity ₹20,00,000, debt value ₹10,00,000. Calculate composite cost of capital.
5. What is delinquency cost?
6. Nalco Ltd issued ₹1,00,00,000 ordinary shares at ₹100 at discount of 20%. Issue expenses are 10% of issue price. It is expected to pay dividend 17% for the current year. Company is expected to grow at 60% for the next year. Calculate cost of equity.
7. Write the meaning of 'Street Sweep' Strategy in takeover.
8. Sinchana Ltd (has 4,00,000 shares outstanding) wants to acquire Bhavana Ltd (has 2,00,000 shares outstanding), by exchanging its 3.2 shares for every share of Bavana Ltd. Calculate the post-merger number of shares.

**PART - B**

**Answer any FOUR of the following.**

**(4x5=20)**

9. Explain in brief NI approach of capital structure.
10. Shree Cements Limited issued 14%, 10,00,000 preference shares at ₹100 each, redeemable after 5 years. The issue expenses are 10% of issue price. These shares are redeemable at premium of 10%. Find out preference share, if shares are issued-(a) at 10% premium (ii) 20% Discount.
11. The following table presents 5 years cash inflows. The certainty coefficient for the cash flows is also given which presents the probability of the occurrence of cash flows.

Year	Cash Inflows(₹)	Certainty Coefficient
1	6,50,000	0.7
2	4,00,000	0.4
3	1,80,000	0.5
4	1,40,000	0.4
5	1,00,000	0.6

The Initial cost of investment is ₹8, 50,000 And the discount rate is 10% annually. With the help of a certainty equivalent method, find out the NPV and analyze it.

**Contd...2**

12. Number of units sold- 25,000, Selling price per unit- ₹ 20, Material cost per unit- ₹ 8, Labour cost per unit- ₹ 9, Fixed cost - ₹ 30,000

Determine operating profit:

- If material cost is increased by 20%
- If labour cost decreased by 10%.

13. Opus Paints Limited has on its books the following amounts and specific costs of each type of capital. Tax rate is 40%.

Type of capital	Book value (₹)	Market value (₹)	Specific Cost before tax (%)
Debentures	7,00,000	10,00,000	10
Bank loan	13,00,000	20,00,000	12
Preference share capital	10,00,000	20,00,000	10
Equity Share capital	25,00,000	40,00,000	14
Retained earnings	5,00,000		12

Determine the weighted average cost of capital using:

- Book value weights
- Market Value Weights

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

14. Determine the optimal capital structure of a company from the following information:

Inclusion of debt in capital employed	Cost of Debt (Kd) in %	Cost of Equity (Ke) in %
0.0	10.0	13.0
0.1	12.0	10.0
0.2	14.0	16.0
0.3	11.0	13.0
0.4	10.5	12.0
0.5	13.0	10.0

### PART - C

Answer any **TWO** of the following.

(2x15=30)

15. (a) A businessman has two options to sell his products. He can set up a show room in a city or can sell from his factory outlet. Setting up a showroom will cost ₹ 2,00,000 with a 70% probability of success. If the show room succeeds, he can gross a net profit of ₹ 5,00,000 per year. If it fails, he can close the show room and rent it out for an annual rent of ₹ 1,40,000 for the rest of the year. The probability of getting rent is 70%. If he sells from the factory outlet, he has to incur ₹30,000 as renovation charges. The chances of successful selling here is 40% with the net profit of ₹ 2,50,000 per year.

- What would your advice the businessman to do?
- Advice a businessman on how a decision tree helps him to make decisions.

(9)

- b) Sony India Ltd. issued debentures of ₹ 1,000 face value, carrying the coupon rate of 10%. These debentures are redeemed at 10% premium after 10 years. The tax bracket is 30%. Find out cost of debt, assuming issue expenses @ 10% on issue price,

if they are issued at (i) Par (ii) 10% discount (iii) 10% premium (6)

16. (a) For the year 202-24, Redrock Ltd. achieved an EPS at ₹ 60. Its cost of capital is 15% and Rate of Return is 20%. Determine its market price when the dividend payout ratio is:-

(i) 0% (ii) 25% (iii) 50% and (iv) 100%.

Use Walter's model.

(5)

(b) Using Gordon's Dividend Model, calculate the share prices of the following companies:

Company	Return on Investment (%)	Cost of Equity (%)	EPS (₹)	Dividend Payout Ratio (%)
Bajaj Homes Ltd	15	13	80	20
SBI Housing Finance Ltd.	14	10	100	35
ICICI Housing Finance Ltd.	20	15	130	40

(5)

(c) The financial details of five Automobile Companies (Two and Three-wheeler manufacturers) are given below. Using the M-M Model, calculate the impact of the dividend declared on the share price.

Company	Face Value (₹)	Price at the Beginning (₹)	Net Profit (₹ in crore)	Dividend (%)	Cost of Equity (%)
Bajaj Auto	10	4,000	850	250	3
Hero Moto	2	2,000	720	300	4
Honda Auto	10	850	180	40	6
TVS Motor Co.	1	400	290	150	5

(5)

17. (a) Diamond sports dealing in sports goods as an annual of ₹ 80,00,000 and currently extending 15 days credit to the dealer. It is felt that sales can increase considerably if the dealers are willing to carry increased stock. But the dealers have difficulties in financing their inventories. The firm is therefore considering shifting credit policy. The following information is available:

Average collection period (present) is 15 days. ST ALOYSIUS COLLEGE LIBRARY

MANGALURU - 575 003

Variable cost is 70% of sales.

Fixed cost is ₹ 7,00,000 per annum.

Required pre-tax return on investment is 25%.

Credit policy	Average collection period(days)	Annual sales in lakhs(₹)
A	30	100
B	45	130
C	60	150

(10)

Contd...4

b) Determine the Exchange Ratio in case of below takeover based on Market price.

Particulars	Snap deal (Target)	Flipkart (Acquirer)
P/E Ratio	5	10
Profit after Tax	₹ 25,00,000	₹ 40,00,000
No. of Shares	1,00,000	2,00,000

(5)

18. a. Firms X and Y are engaged in same line of activity and are identical in all respects except that firm X is unlevered and firm Y is levered with ₹ 3,00,000 debentures carrying 14% rate of interest. Both the firms have income before interest and taxes of ₹ 1,50,000. The company's tax rate is 30% and capitalization rate 15% for purely equity firm. Compute the value of firm X and Y under M-M approach. (8)

ST ALOYSIUS COLLEGE LIBRARY

MANGALURU - 575 003

- b. A company expects a net operating income of ₹ 8,00,000. It has ₹ 30,00,000, 7% Debentures. The overall capitalization rate is 10%. Calculate the value of the firm and the equity capitalization rate (cost of equity) according to the Net Operating Income Approach.

i) If the debenture is reduced to ₹20,00,000. What will be the effect on the value of the firm and the equity capitalization rate?

ii) If the debenture is increased by ₹10,00,000. What will be the effect on the value of the firm and the equity capitalization rate? (7)

\*\*\*\*\*

(2021 Batch onwards)

G 401 DE1b.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)**  
**Mangaluru**

**B.B.A. Semester V – Degree Examination**  
**November - 2024**

**CONSUMER BEHAVIOUR**

**Time: 2<sup>1</sup>/<sub>2</sub> Hours**

**Max Marks: 60**

**PART – A**

**Answer any FIVE of the following.**

**(5x2=10)**

1. Specify the rights of the consumers.
2. Mention the types of consumers with suitable example.
3. Describe the term Customer Retention.
4. What do you mean by Consumerism?
5. What do you mean by Reference group?
6. State the meaning of Brand Switching.
7. State the meaning of Diffusion of innovation process.
8. State the meaning of Selective Retention.

**PART - B**

**Answer any FOUR of the following.**

**(4x5=20)**

9. Explain the Process of Filing a Consumer Complaint.
10. Describe the elements of learning.
11. Explain the dynamics of Opinion leadership.
12. Explain the factors leading to consumer attitude formation.
13. Elucidate the stages of Consumer Socialization in detail.
14. Differentiate between ethnocentric and Non ethnocentric consumers.

**PART – C**

**Answer any TWO of the following.**

**(2x15=30)**

15. Describe the Consumer Research Process in detail.
16. Elucidate the process of Consumer decision making. What are the different types of buying behaviour?
17. Discuss the family life cycle in detail.
18. Discuss the factors influencing Consumer Behaviour in detail.

\*\*\*\*\*

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

(2021 Batch onwards)

G 401 DE1c.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)**

**Mangaluru**

**B.B.A. Semester V – Degree Examination**

**November - 2024**

**COMPENSATION AND PERFORMANCE MANAGEMENT**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

**Answer any FIVE of the following.**

**(5x2=10)**

1. Write a note on 3-P concept of compensation management.
2. Give the meaning of Compensation.
3. Write any two pre-requisites that need to be considered for effective job evaluation.
4. State any two features of job evaluation.
5. State any four factors required to be considered during compensation fixation.
6. Give the meaning of wage and salary administration.
7. What is the need for performance management?
8. State any four objectives of performance appraisal.

**PART - B**

**Answer any FOUR of the following.**

**(4x5=20)**

9. Write a note on ESOP.
10. State the differences between HRM and PM. ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003
11. Explain the ethical perspectives in performance appraisal.
12. Write a note on pre-requisites to be considered under job evaluation.
13. Explain the various challenges in performance appraisal.
14. Draft a salary structure for a company of your choice. Mention all the essential components to be included while drafting the salary structure.

**PART – C**

**Answer any TWO of the following.**

**(2x15=30)**

15. What is compensation strategy? How to design a compensation strategy?
16. Briefly explain the methods and process of performance management planning.
17. Explain the process, advantages and disadvantages of performance appraisal.
18. Briefly explain individual and group bonus plan in detail.

\*\*\*\*\*

(2021 Batch onwards)

G 401 DE2a.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November - 2024**

**FINANCIAL ANALYTICS**

**Time: 2<sup>1</sup>/<sub>2</sub> Hours**

**Max Marks: 60**

**PART – A**

**Answer any FIVE of the following.**

**(5x2=10)**

1. What is NPER?
2. State the meaning of descriptive statistics.
3. What is Google Finance?
4. What is meant by ALGO Trade?
5. What is 'Python'?
6. What is non-stationary data?
7. What is Immutable Data?
8. What is Time Value of Money?

**PART - B**

**Answer any FOUR of the following.**

**(4x5=20)**

9. From the following data relating to HDFC Bank Ltd., Calculate 3 monthly Exponential Moving Average.

Months	Closing Share Price (₹)
Oct 2023	1476
Nov 2023	1558
Dec 2023	1709
Jan 2024	1463
Feb 2024	1403
Mar 2024	1448
Apr 2024	1520
May 2024	1531
Jun 2024	1683
Jul 2024	1615

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

10. Explain the importance of financial analytics.
11. What is Kaggle? Explain the sources of extracting financial data from Kaggle Database.
12. Write a short note on measures of central tendency and its applications.
13. Calculate four-yearly weighted moving averages of average share prices of AOT Ltd, from the following data, with the weights 3,2,2,1.

Years	2015	2016	2017	2018	2019	2020	2021	2022
Avg. Closing Share Price	50	52	56	54	60	58	64	62

14. What is Data? Explain the types of data.

**Contd...2**

**PART – C****Answer any TWO of the following.****(2x15=30)**

15. Calculate four-yearly moving averages of revenue of Alpha Ltd, from the following data and plot the histogram and trendline.

Year	2001	2002	2003	2004	2005	2006	2007	2008
Revenue (in lakhs)	124	120	135	140	145	158	162	170

16. Explain the Arithmetic Operators, Data Types and Structure in Python with suitable examples.
17. What are FinTech companies? Explain the different types of FinTech companies with suitable examples.
18. Explain the features of financial analytics in detail.

**\*\*\*\*\***

(2021 Batch onwards)

G 401 VO1.5

Reg. No. :

--	--	--	--	--	--	--	--

**St Aloysius College (Autonomous)**

**Mangaluru**

**B.B.A. Semester V – Degree Examination**

**November - 2024**

**DIGITAL MARKETING**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. Define digital marketing.
2. Name two important metrics used to track how well your email marketing campaigns are performing?
3. Define "quality score" in the context of Google Ad-Words.
4. What is the purpose of a Google Tag Manager?
5. What is the purpose of using social media automation tools?
6. What does "CPA" stand for in conversion tracking?
7. State two reason why YouTube Advertisement is needed.
8. What are ad networks?

**PART – B**

Answer any **FOUR** of the following.

(4x5=20)

9. Explain the content creation framework focusing on the principles of "Educate, Engage, Convince, Inspire."
10. Describe the steps involved in creating emailers.
11. Discuss the importance of SEO for businesses today.
12. What are the limitations of Google AdSense? Explain.
13. Explain Google's Algorithms for Off-Page Optimization.
14. Explain the need and importance of web analytics for businesses.

ST ALOYSIUS COLLEGE LIBRARY  
MANGALURU - 575 003

**PART – C**

Answer any **TWO** of the following.

(2x15=30)

15. Explain the various components of the SEO ecosystem and their roles in optimizing website visibility.
16. Discuss the various types of Google Ad-Words ads and their applications for different marketing objectives.
17. Discuss various social media platforms and their unique advantages for marketing.
18. Explain the importance of digital marketing for businesses.

\*\*\*\*\*