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Question Paper Code: U2505

B.E./B.Tech. DEGREE EXAMINATION, APRIL 2024

Professional Elective

Computer Science and Engineering

21CSV505- DIGITAL MARKETING

(Common to IT, CSBS, AI&DS and CSD Engineering branches)

(Régulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (5 x 1 = 5Marks)

1. Which of the following is the correct depiction of Digital Marketing? CO1 - U
 - (a) E-mail Marketing
 - (b) Social Media Marketing
 - (c) Web Marketing
 - (d) All of the above

2. Which of the following is an on-page SEO factor? CO1 - U
 - (a) The number of back links to the website
 - (b) The website's loading speed
 - (c) The quality and relevance of the website's content
 - (d) The number of followers on social media

3. Which of the following comes under email marketing? CO1 - U
 - (a) Email newsletters
 - (b) Lead Nurturing
 - (c) Digests
 - (d) All of the above

4. Which one is customer engagement CO1 - U
 - (a) Contextual engagement
 - (b) Emotional engagement
 - (c) Social engagement
 - (d) All of the above

5. _____ doesn't fall under the category of digital marketing. CO1 - U
- (a) TV (b) Billboard (c) Radio (d) All the above

PART – B (5 x 3= 15Marks)

6. What is pay-per-click advertising? CO1 - U
7. Describe the concept of search engine crawling and indexing. CO1 - U
8. What is the E-Mail marketing? CO1 - U
9. What is SMM(Social Media Marketing)? CO1 - U
10. Define Digital transformation and mention its key aspects. CO1 - U

PART – C (5 x 16= 80 Marks)

11. (a) How does Online market space provide an excellent marketing platform and analyze the strategies involved in digital marketing CO2 - App (16)
- Or
- (b) How does content marketing create valuable and relevant content to attract, inform, and engage the target audience, leading to increased brand loyalty and customer retention? CO2 - App (16)
12. (a) Elaborate on website design and website content along with its advantages. CO1 - U (16)
- Or
- (b) List and explain the various search engines available for digital marketers CO1 - U (16)
13. (a) Briefly explain about types of targeting CO1 - U (16)
- Or
- (b) Explain in detail about SMS campaigns CO1 - U (16)
14. (a) Explain detail about the Leverage social media for your business CO1 - U (16)
- Or
- (b) Explain detail about Influencer Marketing and the 5 effective customer engagement marketing strategies. CO1 - U (16)
15. (a) Explain in detail about Ad Words and also mention how digital transformation impacts Ad Words CO1 - U (16)
- Or
- (b) Why do businesses use Google AdWords for advertising? CO1 - U (16)