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Question Paper Code: 59833

B.E. / B.Tech. DEGREE EXAMINATION, MAY 2022

Elective

Information technology

15UIT933– DIGITAL MARKETING

(Regulations 2015)

Duration: Three hours

Maximum: 100 Marks

PART A - (5 x 20 = 100 Marks)

1. (a) Imagine you have launched a game application. Which digital channel and type will you prefer to promote your business? CO1 -U (20)
Or
(b) Explain different types of websites. CO1- U (20)
2. (a) Briefly explain about Social media Marketing. CO2 -U (20)
Or
(b) Explain in detail about any 4 content creation and management tools. CO2 -U (20)
3. (a) Briefly explain the Traffic metrics and Efficiency metrics of paid search Marketing. CO3- App (20)
Or
(b) Demonstrate how Google will search for keywords using four key areas. CO3- App (20)
4. (a) Discuss the Essential Website KPIs for Measuring Performance. CO4 -U (20)
Or
(b) Discuss the important elements of conversion funnel. CO4 -U (20)
5. (a) Give examples of Email List capture. CO5- U (20)
Or
(b) Summarize the various email content types and its dependencies of business model. CO5- U (20)

