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Question Paper Code: 99271

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

Open Elective

Civil Engineering

19UCS971- DIGITAL MARKETING

(Common to ECE, EEE, MECH,IT, Chemical, AGRI, BME, CSBS & Biotechnology
Engineering branches)

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

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| 1. Define digital marketing? | CO1-U |
| 2. What are the different types of digital Marketing? | CO1-U |
| 3. What is keyword research in digital marketing | CO2-U |
| 4. Define On page Optimization | CO2-U |
| 5. What are the advantages of online display advertising? | CO3-U |
| 6. What are Google AdWords types? | CO3-U |
| 7. What are the Twitter Tools? | CO4-U |
| 8. What is Email Marketing? | CO4-U |
| 9. What Exactly is Ethics in Digital Marketing? | CO5-U |
| 10. What are the advantages of content marketing? | CO5-U |

PART – B (5 x 16= 80 Marks)

11. (a) Explain the components of a successful online marketing strategy. CO1- U (16)
- Or
- (b) Define inbound and outbound and Difference between inbound and outbound. CO1- U (16)

12. (a) Briefly explain the on page search engine Optimization in digital marketing CO2- U (16)
- Or
- (b) Discuss Search Engine Optimization Techniques CO2- U (16)
13. (a) Explain video marketing and what are the benefits of video marketing? CO3- U (16)
- Or
- (b) Briefly explain mobile marketing components in digital marketing CO3- U (16)
14. (a) Describe in detail YouTube Marketing and its Advantages CO4- U (16)
- Or
- (b) Briefly explain Pinterest Marketing CO4- U (16)
15. (a) Explain in detail Resources in digital marketing. CO5- U (16)
- Or
- (b) Describe in detail tools in digital marketing. CO5- U (16)