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Question Paper Code: U2505S

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

Professional Elective

Computer Science and Engineering

21CSV505- DIGITAL MARKETING

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

(Régulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (5 x 1 = 5 Marks)

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. State the SEO important one CO1-U
(a) Organic search (b) Increasing visibilities (c) Reach (d) Conversations
3. Email marketing is a marketing channel CO1-U
(a) Effective (b) Powerful (c) Main (d) Less
4. What benefits do social media marketing strategies have over conventional ones? CO1-U
(a) Cost (b) Targeted zone (c) Feedback (d) All the above
5. _____ doesn't fall under the category of digital marketing. CO1-U
(a) TV (b) Billboard (c) Radio (d) All of the above

PART – B (5 x 3= 15 Marks)

6. What is pay-per-click advertising? CO1-U
7. Describe the concept of search engine crawling and indexing. CO2-U
8. What is the E-Mail marketing? CO1-U
9. How will you boost Tweets or Twitter posts? CO1-U
10. Define Digital transformation and mention its key aspects. CO1-U

PART – C (5 x 16= 80 Marks)

11. (a) How has the shift from traditional to digital marketing impacted consumer behavior and preferences? CO1-U (16)
- Or
- (b) Explain in detail about the components of Digital Marketing CO1-U (16)
12. (a) How does PPC advertising enable businesses to target specific audiences, control ad spending, and measure the return on investment (ROI) for online advertising campaigns? CO2-App (16)
- Or
- (b) Imagine yourself as an owner of a business venture. You are asked to analyze and categorize the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture CO2-App (16)
13. (a) Explain the types of email marketing and what are the benefits of E-Mail marketing? CO1-U (16)
- Or
- (b) Briefly explain about email automation. CO1-U (16)
14. (a) (i) How to use Social Media to help website blog promotion? CO3-Ana (8+8)
(ii) When do you not to engage on social media?
- Or
- (b) (i) How long will it take to see results from social media marketing? CO3-Ana (8+8)
(ii) Why did Google Plus fail?
15. (a) Explain in detail about Email and also mention how digital transformation impacts Email CO1-U (16)
- Or
- (b) Explain in detail about Social media and also mention how digital transformation impacts Social media CO1-U (16)