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Question Paper Code: UD605

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

Professional Elective

Computer Science and Business Systems

21CBV605 DIGITAL MARKETING ANALYTICS

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Differentiate traditional and digital marketing CO1-U
2. Discuss Major components of digital marketing? CO1-U
3. Explain about comparison shopping engine? CO2-App
4. What is personalization marketing CO2-App
5. List down the application used in geographical mapping CO1-U
6. Define market basket analysis (MBA) CO1-U
7. What is web analytics strategy? CO2-U
8. Define key performance indicator (KPI) CO1-U
9. Define Pay-Per-Click advertising? CO1-U
10. You're managing a PPC campaign for a travel agency. Describe how you would set a bidding strategy to maximize ROI for different types of keywords. CO1-U

PART – B (5 x 16= 80 Marks)

11. (a) Give some real time example to implement a digital marketing strategy CO2 - App (16)

Or

- (b) What practical solutions would you implement to overcome common challenges in building and maintaining an effective brand website? CO2 - App (16)

12. (a) Using data analytics tools and techniques, analyze the performance of their recent online advertising campaign. Apply the key metrics you would track to measure the campaign's effectiveness and justify their relevance. CO2 - App (16)
- Or
- (b) How can multi-channel retailing enhance a company's overall e-commerce strategy, and what are the key challenges associated with managing multiple channels? CO2 - App (16)
13. (a) What are the financial implications of different marketing strategies, and how can businesses evaluate their cost-effectiveness? CO1 - U (16)
- Or
- (b) What are the challenges and limitations associated with marketing metrics, and how can businesses address these issues to improve accuracy and reliability? CO1 - U (16)
14. (a) What are the key differences between quantitative and qualitative analysis in web analytics, and how can qualitative insights enhance the understanding of user behavior? CO1 - U (16)
- Or
- (b) Discuss the impact of trends such as AI, machine learning, and advanced data visualization on the future of web analytics. CO1 - U (16)
15. (a) You are managing a website for an online bookstore that sells various genres of books. Suggest on-page and off page SEO techniques you would implement to improve the website's search engine rankings. 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)