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Question Paper Code: U9D71

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

Open Elective

Computer Science And Business Systems

21UCB971-DIGITAL MARKETING STRATEGY

(Common To All Branches)

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

1. The best way to improve search engine ranking is with CO1-U
(a) Video (b) A blog
(c) Having at least 500 words on the page (d) a lot of graphics per page
2. To optimize your URL, it should be less than ___ characters. CO1- U
(a) 256 (b) 255 (c) 254 (d) 257
3. Which of the following is a black hat SEO technique? CO1- U
(a) Writing high-quality, informative content
(b) Keyword stuffing
(c) Optimizing images and videos for search engines
(d) Building a strong social media presence
4. 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

5. Email marketing is a _____marketing channel CO1-U
 (a) effective (b) powerful (c) main (d) less
6. SMS marketing is a marketing campaign via _____ message. CO1-U
 (a) audio (b) video (c) voice (d) text
7. Which marketing once referred to an Instagram power user featuring products in posts resulting in native promotional content CO1-U
 (a) Content marketing (b) Influencer marketing
 (c) Omni channel marketing (d) Mobile marketing
8. What benefits do social media marketing strategies have over conventional ones? CO1-U
 (a) Cost (b) Targeted zone (c) Feedback (d) All the above
9. The full form of FFA page is _____. CO1-U
 (a) Free for All Links (b) Free for Alexa
 (c) Free for Alternative Links (d) Free for All Search Engine
10. Which of the following is the correct name for Facebook's ranking algorithm? CO1-U
 (a) Face Rank (b) Edge Rank (c) Like Rank (d) Page Rank

PART – B (5 x 2= 10Marks)

11. List out few examples of consideration stage in content marketing CO1-U
12. Analyze the effectiveness of two different display ad creative for a fashion brand. Compare their click-through rates (CTR) and conversion rates, and provide insights into which creative performed better and why. CO2-Ana
13. How marketing email more effective? CO1-U
14. Is Social Media Marketing Better For B2C Or B2B Businesses? CO2-Ana
15. List out the key performance indicators (KPIs) commonly used in web analytics? CO1 U

PART – C (5 x 16= 80Marks)

16. (a) 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)
- Or
- (b) How does Online market space provide an excellent marketing platform and analyze the strategies involved in digital marketing. CO2-App (16)

17. (a) List and explain the various search engines available for digital marketers CO1-U (16)
- Or
- (b) Discuss the process of SEO in digital marketing. CO1-U (16)
18. (a) Briefly explain about Mobile Apps. CO1-U (16)
- Or
- (b) How to Measuring and maximizing email campaign effectiveness? CO1-U (16)
19. (a) Create a one-month content calendar for a fitness brand on Instagram. What types of posts would you include, and how often would you post? Provide examples of post ideas and captions. CO2-App (16)
- Or
- (b) How would you plan a social media campaign for a new product launch in the fashion industry? Outline your approach to setting goals, defining target audiences, choosing platforms, and measuring success. CO2-App (16)
20. (a) Your company wants to improve its social media strategy using digital transformation. How would you approach this task? CO2-App (16)
- Or
- (b) Your company wants to improve customer engagement on mobile through digital transformation. What strategies would you use? CO2-App (16)

