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Question Paper Code: U2505

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 = 5Marks)

1. Which of the following is incorrect about digital marketing? CO1-U
 - (a) Digital marketing can only be done offline
 - (b) Digital marketing cannot be done offline.
 - (c) Digital marketing requires electronic devices for promoting goods and services.
 - (d) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
2. Should I pay for social media advertising CO1-U
 - a) In probably b) Probably c) Immediately d) Installment
3. Social media platforms make it easy to guide your to take action CO1-U
 - (a) followers (b) guide (c) mentor (d) student
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. Which of the following is involved in the digital marketing process? CO1-U
 - (a) RSA (b) Voice Broadcasting (c) Podcasting (d) All of the above

PART – B (5 x 3= 15 Marks)

6. Can you explain five key benefits of digital marketing? CO1-U

7. What is the significance of keyword research in SEO? CO2-U
8. Describe the concept of E-Mail Automation. CO1-U
9. Is Social Media Marketing Better For B2C Or B2B Businesses? CO2-App
10. Define channel attribution and mention some common approaches to channel attribution. CO1-U

PART – C (5 x 16= 80Marks)

11. (a) What is content marketing exactly? What qualifies as content? And mention the steps to developing a content marketing strategy. CO1-U (16)
Or
- (b) Explain Digital marketing and provide ways in which digital marketing is better than traditional counterparts? Explain in detail. CO1-U (16)
12. (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) A local restaurant wants to enhance its local search visibility. Suggest on page and off-page SEO strategies that can help the restaurant achieve better rankings in local search results. CO2-App (16)
13. (a) How to Measuring and maximizing email campaign effectiveness? CO1-U (16)
Or
- (b) Explain in detail about Mobile Inventory/channels CO1-U (16)
14. (a) (i) What distinguishes the social customer service environment from the social marketing environment? (8)
(ii) How can you use social media to increase leads? (8)
Or
- (b) How can Facebook's organic reach be increased? What components make up a viral video? How do you measure social media success? CO3-Ana (16)
15. (a) Explain in detail about Ad Words and also mention how digital transformation impacts Ad Words. CO1-U (16)
Or
- (b) Why do businesses use Google AdWords for advertising? CO1-U (16)