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Question Paper Code:R2505

B.E./B.Tech. DEGREE EXAMINATION, NOV 2025

Professional Elective

R21CSV505 – DIGITAL MARKETING

(Common to CSE,IT,AI&DS,CSD,CSE(AIML), IOT & Cyber Security Engineering Branches)

(Regulations R2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. What is pay-per-click advertising? CO1- U
2. What is the role of analytics in digital marketing? CO1- U
3. Distinguish between organic search and paid search in SEM. CO1- U
4. What is meant by search engine crawling and indexing? CO1- U
5. How do work Lead generation? CO1- U
6. Difference between the email marketing and social media marketing CO1- U
7. What is SMM (Social Media Marketing)? CO1- U
8. How is LinkedIn useful in terms of marketing CO1- U
9. Define Digital transformation and mention its key aspects. CO1- U
10. What is influencer marketing, and how has it gained prominence in recent digital marketing trends? CO1- U

PART – B (5 x 16= 80 Marks)

11. (a) Explain in detail about the components of Digital Marketing CO1- U (16)
Or
(b) What is content marketing exactly? What qualifies as content? CO1- U (16)
And mention the steps to developing a content marketing strategy?

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) 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) Explain the types of email marketing and what are the benefits of E-Mail marketing. CO1- U (16)
- Or
- (b) Briefly explain about types of targeting with necessary illustration. CO1- U (16)
14. (a) 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)
- Or
- (b) How long will it take to see results from social media marketing? CO3-Ana (16)
15. (a) Explain in detail about Digital transformation, the reasons why digital scores over other traditional forms of marketing. Also discuss in detail about Channel Attribution CO1- U (16)
- Or
- (b) Explain in detail about Web analytics and also discuss about how to change strategy based on analysis. CO1- U (16)