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Question Paper Code:R9D71

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

Open Elective

R21UCB971 DIGITAL MARKETING STRATEGY

(Regulations R2021)

(Common to All Engineering Branches)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Write any two steps in website creation. CO1-U
2. What is the role of content in online marketing? CO1-U
3. What is a content management system (CMS)? CO1-U
4. Mention one recent trend in SEO. CO1-U
5. What is mobile commerce? CO1-U
6. Mention one advantage of integrating email with social media. CO1-U
7. Define customer loyalty drivers. CO1-U
8. Mention any two social media platforms used for marketing. CO1-U
9. Apply the strategy shifting in digital marketing. CO1-U
10. Mention one advantage of digital transformation. CO1-U

PART – B (5 x 16= 80 Marks)

11. (a) Explain the steps involved in planning and creating a digital brand website. CO1-U (16)
Or
(b) Discuss the role of Content Marketing in attracting and retaining customers. CO1-U (16)
12. (a) Explain detail about the process of SEO in digital marketing. CO1-U (16)
Or
(b) Describe detail on website design and website content along with its advantages. CO1-U (16)

13. (a) Discuss the methods of measuring and maximizing email campaign effectiveness. CO1-U (16)
- Or
- (b) Explain the role of Mobile Marketing strategies like coupons, offers, SMS campaigns, and apps. CO1-U (16)
14. (a) Explain the role of Influencer Marketing in shaping brand perception. CO1-U (16)
- Or
- (b) Discuss the importance of creating loyalty drivers and building long-term customer relationships. CO1-U (16)
15. (a) Describe the role of tools like Ad Words, Email, Mobile, and Social Media in Digital Transformation. CO1-U (16)
- Or
- (b) Discuss the importance of Web Analytics in measuring marketing effectiveness. CO1-U (16)