Reg. No. : ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚

Question Paper Code: RD605

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

Professional Elective

R21CBV605-DIGITAL MARKETING ANALYTICS

Computer Science and Business Systems

(Regulations R2021)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1.	Discuss Major components of digital marketing.	CO1- U
2.	Define search engine optimization.	CO1- U
3.	What is personalization marketing?	CO2- U
4.	Explain the types of e-commerce fulfillment.	CO2- App
5.	Define market basket analysis (MBA).	CO6- U
6.	Explain about location based marketing .	CO6- U
7.	What is web analytics strategy ?	CO6- U
8.	Explain web data analytics .	CO6- U
9.	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?	CO6- App
10.	Analyze the impact of ad relevance on Quality Score in PPC marketing. How does it affect ad performance and cost.	CO6- App

PART – B (5 x 16= 80 Marks)

11. (a) Explain in detail about the traditional marketing and its   CO2- App   (16)
         advantages.

                                      Or

    (b) Explain the ways to implement digital marketing strategy with   CO2- App   (16)
         real time example.

12. (a) Explain in detail about quantitative and qualitative analysis in web analytics.   CO2- App   (16)

Or

(b) Design a fulfillment strategy for an e-commerce company like Amazon that addresses customer demand for faster and more flexible delivery options."   CO2- App   (16)

13. (a) Imagine you're a marketing manager at a company looking to improve campaign performance and ROI. You've heard that using a marketing analytics framework can help, but you're not sure how to apply it in practice. How would you use the main components of a marketing analytics framework to analyze data, draw insights, and make strategic decisions that lead to more effective marketing outcomes?   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) Imagine you're tasked with optimizing a news website's user engagement. How would you apply AI-driven analytics and visualization tools to achieve this goal?   CO2- App   (16)

Or

(b) Incorporate current trends in web analytics and emerging technologies into a data collection and analysis plan for a digital marketing agency.   CO2- App   (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) How you would use ad extensions to enhance the performance of a PPC campaign for a local restaurant?   CO2- App   (16)

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