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Question Paper Code: U2505

B.E./B.Tech. DEGREE EXAMINATION, NOV 2023

Professional Elective

Computer Science and Engineering

21CSV505- DIGITAL MARKETING

(Common to IT, CSBS, AI&DS and CSD Engineering branches)

(Régulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (5 x 1 = 5Marks)

1. Which of the following are essentially required to make a business case for content marketing? CO1 -U
 - (a) Industry best practices.
 - (b) Objectives and KPIs.
 - (c) Impacts and challenges.
 - (d) All of the above

2. 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

3. Which of the following comes under email marketing? CO1 - U
 - (a) Email newsletters
 - (b) Lead Nurturing
 - (c) Digests
 - (d) All of the above

4. Which one is customer engagement CO1 - U
 - (a) Contextual engagement
 - (b) Emotional engagement
 - (c) Social engagement
 - (d) All of the above

5. Which of the following is the most common delivery channel in terms of mobile marketing? CO1 - U
- (a) Graphic (b) Text
(c) Voice call (d) Search engine marketing

PART – B (5 x 3= 15Marks)

6. What is the role of analytics in digital marketing? CO1 - U
7. Analyze the effectiveness of two different display ad creatives for a fashion brand. Compare their click-through rates (CTR) and conversion rates, and provide insights into which creative performed better and why CO2- App
8. Explain about Mobile Commerce CO1 - U
9. How is LinkedIn useful in terms of marketing CO1 - U
10. What are the key performance indicators (KPIs) commonly used in web analytics, and how do they help measure website success? CO1 - U

PART – C (5 x 16= 80 Marks)

11. (a) What is content marketing exactly? What qualifies as content? Also mention the steps to developing a content marketing strategy? CO1 - U (16)
- Or
- (b) How a product is built with Digital Marketing? Summarize it? CO1 - U (16)
12. (a) Elaborate on website design and website content along with its advantages. CO1 - U (16)
- Or
- (b) List and explain the various search engines available for digital marketers CO1 - U (16)
13. (a) Briefly explain about types of targeting CO1 - U (16)
- Or
- (b) Explain in detail about SMS campaigns CO1 - U (16)
14. (a) Explain detail about the Leverage social media for your business CO1 - U (16)
- Or
- (b) Explain detail about Influencer Marketing and the 5 effective customer engagement marketing strategies. CO1 - U (16)

15. (a) Explain in detail about Email and also mention how digital CO1 - U (16)
transformation impacts Email.
- Or
- (b) Explain in detail about Social media and also mention how digital CO1 - U (16)
transformation impacts Social media.

