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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. To optimize your URL, it should be less than ___ characters. CO1-U
(a) 256 (b) 255 (c) 254 (d) 257
2. Digital marketing can reach targeted _____ more effectively. CO1-U
(a) Producer (b) Seller (c) Buyer (d) Customer
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. 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 the correct name for Facebook's ranking algorithm? CO1-U
(a) Face Rank (b) Edge Rank (c) Like Rank (d) Page Rank

PART – B (5 x 3= 15Marks)

6. Analyze the performance of a social media campaign by comparing engagement metrics (likes, shares, comments) with the campaign's goals. What insights can you gain from this analysis? CO1-U
7. What is the significance of keyword research in SEO? CO1-U
8. Difference between the email marketing and social media marketing CO1-U
9. Is Social Media Marketing Better For B2C Or B2B Businesses? CO2-App

10. Explain how Automation and Personalization impacts digital transformation. CO1-U

PART – C (5 x 16= 80 Marks)

11. (a) How has the shift from traditional to digital marketing impacted consumer behavior and preferences? CO1-U (16)
Or
(b) Explain in detail about the components of Digital Marketing CO1-U (16)
12. (a) Discuss the process of SEO in digital marketing? CO1-U (16)
Or
(b) List and explain the various search engines available for digital marketers CO1-U (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 email automation. 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) How does web analytics help in tracking and analyzing user behavior on a website? CO2-App (16)
Or
(b) How do businesses and organizations utilize social media for marketing and engagement with their audience? CO2-App (16)