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Chambal

Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – May 2025
IV Semester

Class : II UG
Major : B.Com CA

Time: 3 Hours
Max. Marks: 100

23BCCSE2B Digital Marketing

Course Outcomes:

- CO1:** To learn digital marketing tools like search engine optimization and associated analytics.
CO2: To evaluate organizational opportunities and challenges in the design system within a business scenario.
CO3: To design search engine optimization and search engine marketing campaigns
CO4: To evaluate the performance of different social media in conjunction with overall digital marketing plan.
CO5: To analyze relative importance of digital marketing strategies to optimize digital marketing campaign

Part A

10 x 1 = 10

Choose the Correct Answer

1. What is the main difference between organic and paid search results? CO1 K2
 - a. Organic results appear due to SEO, while paid results are advertisements
 - b. Organic results are only available in newspapers
 - c. Paid results appear after organic ones
 - d. Organic results require payment for higher ranking
2. What is Conversion Rate? CO1 K2
 - a. The percentage of visitors who complete a desired action
 - b. The percentage of ads shown to a customer
 - c. The cost per click of an ad
 - d. The total number of website visits
3. What is the most important reason for choosing a responsive design for a website? CO2 K3
 - a. It improves loading speed on desktop computers
 - b. It ensures the website works well on various screen sizes and devices
 - c. It makes the website look more aesthetically pleasing
 - d. It is required by Google for SEO ranking
4. When selecting a designer or developer, which factor should be the most important consideration? CO2 K3
 - a. Their hourly rate.
 - b. Their portfolio and relevant experience
 - c. The number of projects they have worked on
 - d. Their location
5. Which is a key element of SEO that helps to improve a website's visibility on search engines? CO3 K3
 - a. Tracking keyword performance
 - b. Optimizing metadata and using relevant keywords
 - c. Increasing website traffic
 - d. Designing attractive website templates
6. Which of the following is the primary goal of Search and Display Advertising? CO3 K3
 - a. To increase organic rankings
 - b. To drive traffic and conversions through paid ads
 - c. To monitor user behavior on social media
 - d. To improve website security
7. Which social media platform is primarily known for professional networking and B2B marketing? CO4 K3
 - a. Facebook
 - b. Twitter
 - c. LinkedIn
 - d. Pinterest
8. Which tool is commonly used for launching email marketing campaigns? CO4 K3
 - a. Google Analytics
 - b. Mailchimp
 - c. Hootsuite
 - d. Buffer
9. Which of the following is an AI tool used for digital marketing? CO5 K3
 - a. Mailchimp
 - b. Hootsuite
 - c. HubSpot
 - d. Google Analytics
10. Which type of content marketing strategy involves regularly writing articles on a website to drive traffic and build audience engagement? CO5 K3
 - a. Video marketing
 - b. Blogging
 - c. Influencer marketing
 - d. Podcasting

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. What are the key components of digital marketing?
(or)
- 11.b. What is the difference between traditional and digital marketing?
- 12.a. Why is it important to have responsive design for your website?
(or)
- 12.b. Explain the role of web copy in improving website conversions.
- 13.a. What is the role of Key Performance Indicators (KPIs) in digital marketing?
(or)
- 13.b. Describe the difference between Search Ads and Display Ads in digital marketing.
- 14.a. Explain the importance of creating a social media marketing plan.
(or)
- 14.b. Describe the process of creating a video marketing strategy.
- 15.a. Explain how AI enhances marketing automation.
(or)
15. b. What are the key components of a content planning model for content marketing?
- CO1 K2
CO1 K4
CO2 K2
CO2 K4
CO3 K2
CO3 K5
CO4 K3
CO4 K5
CO5 K3
CO5 K5

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Explain digital penetration in India and its impact on marketing.
(or)
- 16.b. Explain the key performance indicators (KPIs) used in digital marketing.
- 17.a. Explain the steps involved in building a website yourself using a website builder. Discuss the advantages and challenges of this approach.
(or)
- 17.b. Discuss the benefits and process of installing Google Tag Manager (GTM) on a website. How does it help in tracking and managing marketing tags?
- 18.a. Explain how SEO works and the key strategies involved in optimizing a website for search engines.
(or)
- 18.b. Explain the concept of Attribution Models and how they are used in digital marketing.
- 19.a. Discuss the steps involved in creating a successful social media marketing strategy.
(or)
- 19.b. Explain the impact of video marketing on consumer behavior and how businesses can use it to enhance their marketing efforts.
- 20.a. Discuss the role of artificial intelligence in marketing and how it is transforming digital marketing strategies.
(or)
- 20.b. Describe the mobile marketing landscape and its impact on digital marketing.
- CO1 K3
CO1 K3
CO2 K3
CO2 K4
CO3 K3
CO3 K4
CO4 K4
CO4 K4
CO5 K3
CO5 K5
