



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

Master's Degree Examination - May 2025

IV Semester

Class : II PG

Time: 3 Hours

Major : MBA/MBA-Information Technology

Max. Marks: 100

23MBAC29M/23MBMC29M Specialisation -I.P.IV - Digital Marketing

Course Outcomes:

CO1: Develop digital marketing communications that will gain visibility.

CO2 : Design digital marketing plans and strategies.

CO3 : Apply scenario-based analysis and formulate digital marketing strategies for integrated marketing communications.

CO4: Apply analytics and strategy to measure the effectiveness of digital marketing promotions and strategies.

CO5 : Integrate various digital marketing channels to promote business

Part A

10 x 1 = 10

Choose the Correct Answer

- Digital marketing process is a comprehensive way to CO1K1
 - To establish offline
 - Manufacture business
 - Promote the business online
 - To get visible only
- What role do search engines like Google play in internet marketing? CO1K1
 - They connect users with relevant websites and online content
 - They provide secure payment gateways for online transactions
 - They host and manage e-commerce websites
 - They design and develop mobile applications
- What should be done for Search Engine Optimization? CO2K1
 - Frequency and priority of site in search
 - Hosting content in search engine
 - Developing a search engine
 - Developing a customer perception modules
- A significant word or phrase that relates to the content of website is known as CO2K1
 - Keyword
 - Link building
 - Link format
 - Social link
- What is the primary goal of Pay-Per-Click (PPC) advertising? CO3K1
 - To increase website traffic
 - To generate leads and sales
 - To build brand awareness
 - To reduce marketing costs
- Which of the following is a benefit of digital display advertising? CO3K1
 - Measurable results
 - Targeted advertising
 - Increased brand awareness
 - All the above
- Which of the following social media platforms is best suited for B2B marketing? CO4K1
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
- Which of the following is a type of mobile marketing? CO4K1
 - SMS marketing
 - MMS marketing
 - Mobile app marketing
 - All the above

- CO5K1
9. Which among the following is about measuring, reporting on and comparing the value of different website and campaign traffic sources?
 a. Monitor b. Navigation c. Audience d. Acquisition
10. Which AI technique is used to predict customer behavior and personalize marketing messages?
 a. Predictive Analytics b. Machine Learning
 c. Deep Learning d. Natural Language Processing

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Examine the benefits of Digital Marketing. CO1K2
 (or)
 11.b. Discuss the term Search Engine Marketing. CO1K2
- 12.a. Illustrate the goals of Search Engine Optimization. CO2K2
 (or)
 12.b. Demonstrate some important techniques in off – page optimization. CO2K2
- 13.a. Examine the process of PPC in detail. CO3K3
 (or)
 13.b. Interpret how the Display Advertising works effectively? CO3K3
- 14.a. Show the procedure to create social media marketing for your own product. CO4K3
 (or)
 14.b. Explain the advantages of mobile marketing. CO4K3
- 15.a. Analyze the process of Marketing Analytics. CO5K3
 (or)
 15.b. Explain about the key aspects of channel suitability in strategic and planning. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Examine the concept of Digital Marketing Landscape. CO1K3
 (or)
 16.b. Explain the role of Google in Digital Marketing. CO1K3
- 17.a. Analyze the concept of Search Engine Optimization in detail. CO2K4
 (or)
 17.b. Critically evaluate the On – Page Optimization. CO2K4
- 18.a. Explain the primary models for PPC. CO3K4
 (or)
 18.b. Criticize how to make Online Advertising more effective? CO3K4

19.a. Summarize the types of email marketing. CO4K5

(or)

19.b. Justify the various media in Social Media Marketing. CO4K5

20. Case Study (Compulsory Question): CO5K6

An online fashion retailer, **Style Trend**, integrated AI into its marketing strategy to enhance customer experience. The company used machine learning algorithms to analyze customer preferences, browsing history, and past purchases. Based on this data, AI-powered recommendations and personalized email campaigns were created, leading to a 30% increase in conversions.

Questions:

1. What AI techniques were used by Style Trend for personalization?
2. How did AI impact customer engagement and conversions?
3. What challenges might Style Trend face in implementing AI-driven marketing?
4. What key performance indicators (KPIs) should be measured to assess AI's effectiveness?
