# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956 (Now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test II - April 2025**

IV-Semester

**Class : II UG** **Time: 2hrs**
**Major : B.Com CA** **Max. Marks: 60**

**Skill Based Elective course-II : 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** **(6 x1=6)**

**Choose the correct answer**

1. Which of the following search engines offers a popular list of the top 50 most searched keywords? **CO3:K1**
   a) Google b) Yahoo c) Bing d) Lycos
2. An access to information available on the internet by serving as private locations on the internet is called **CO3: K1**
   a) Search Engines b) Portals c) Algorithms d) Domain name
3. What aspect of a video can significantly impact viewer engagement? **CO4:K1**
   a) High-quality production and engaging content b) Length of the video
   c) Background music choice d) Video file size
4. What is a conversion rate in email marketing? **CO4:K1**
   a) The number of people who have opened an email
   b) The number of people who have clicked on a link in an email
   c) The number of people who have made a purchase as a result of an email
   d) The number of people who have marked an email as spam
5. What role does machine learning play in AI marketing? **CO5:K1**
   a) It creates random advertisements
   b) It learns from past data to optimize future campaigns
   c) It eliminates the need for marketing strategies
   d) It reduces customer interactions
6. The primary goal of content marketing is **CO5:K1**
   a) To immediately sell products
   b) To provide valuable information to attract and retain a target audience
   c) To replace traditional advertising methods
   d) To focus solely on gaining website traffic

**PART-B** **(3X6=18)**

**Answer the following Questions**

**(Answer should not exceed 400 words)**

7 a) Discuss the term Attribution model and explain its types. **CO3: K2**

**(OR)**

b) Define SEO and explain how it works. **CO3: k2**

8 a) Explain the process of measuring the success of E-mail marketing. **CO4: K2**

**(OR)**

b) Elucidate the steps involved in promoting videos on You tube. **CO4: K3**

9 a) Explain the benefits of AI in marketing automation. **CO5: K2**

**(OR)**

b) State the various steps involved in content creation with AI. **CO5: K3**

**PART– C** **(3X12=36)**

**Answer the following Questions**

**(Answer should not exceed 800 words)**

10 a) Elaborate the concept of launch text search ads and launch display search ads. **CO3: K2**

**(OR)**

b) Explain the term search and display and its role in marketing field. **CO3:K3**

11 a) Write a detail note on target customer in social media marketing with **CO4: K3**
   i) Facebook ii. Twitter iii. Pinterest

**(OR)**

b) Discuss the procedure to create a video marketing strategy and its impact on video marketing. **CO4: K3**

12 a) Elaborate in detailed about the AI tools available for digital marketing. **CO5:K3**

**(OR)**

b) Interpret the various types and roles of blogging in AI marketing. **CO5:K3**

**Staff in Charge : Ms. S. Sindhu** **No. of Copies : 65+65 Copies**