



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. Recognised by UGC under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment – I February, 2025
IV Semester

Class : II UG
Major : B.Com CA

Time: 2hrs
Max. Marks: 60

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. The real time feedback or customer interactions is derived from CO1:K1
a) traditional channels b) digital channels
c) both traditional and digital d) marketing media
2. The digital marketing that allow businesses to pay for advertising in front of people searching for specific keywords online CO1: K1
a) e-commerce marketing b) search engine marketing
c) google my business d) social media marketing
3. Personalization in digital marketing refers to the CO2:K1
a) buying the products online b) registering for buying
c) selling for buying d) tailor messaging to individual customers
4. Which of the following is not a built-in variable in Google Tag Manager? CO2:K1
a) click URL b) Page Path c) Scroll Depth d) User ID
5. In on-page SEO, website owners use various methods and measures within their own websites to improve their website's _____ on search engines. CO3:K1
a) pages b) ranking c) portal d) data
6. The links from other sites called CO1:K1
a) Frontlinks b) Backlinks c) Boundlinks d) Hidelinks

PART-B

(3X6=18)

Answer the following Questions.

(Answer should not exceed 400 words)

- 7 a) Distinguish between traditional marketing and digital marketing. CO1: K2
(OR)
b) Explain the benefits of customers relating to digital penetration. CO1: k2
- 8 a) Explain the process of choosing a domain name in website creation. CO2: K2
(OR)
b) State the various steps involved in selecting a designer or developer. CO2: K3
- 9 a) Define online analytics and explain how it works. CO3: K2
(OR)
b) List out the benefits of using goal event tracking system. CO3: K3

PART- C

(3X12=36)

Answer the following Questions

(Answer should not exceed 800 words)

- 10 a) Elaborate the search components of digital marketing. CO1: K2
(OR)
b) Write a detail note on a) call to action b) ad impressions CO1:K3
- 11 a) Report the various steps involved developing a website on your own. CO2: K3
(OR)
b) Explain the procedures for installing google tag manager. CO2: K3
- 12 a) Explain the different types of key performance indicators. CO3:K3
(OR)
b) Interpret the concept of digital penetration in indian market with suitable examples. CO1:K3

Staff in Charge : S.Sindhu

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