



Jambatta

3/2/26

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

Continuous Internal Assessment Test I – February 2026
IV Semester

Class : II UG

Major : B.Com (Computer Applications)

Time: 2 hours

Maximum Marks: 60

23BCCSE2B Digital Marketing

Course Outcomes:

1. To learn digital marketing tools like search engine optimization and associated analytics.
2. To evaluate organizational opportunities and challenges in the design system within a business scenario.
3. To design search engine optimization and search engine marketing campaigns
4. To evaluate the performance of different social media in conjunction with overall digital marketing plan
5. To analyze relative importance of digital marketing strategies to optimize digital marketing campaign

Part - A

6 x 1 = 6

Choose the Correct Answer

1. Which of the following measures the percentage of users who leave a website after viewing only one page?
a. Click Through Rate b. Conversion Rate c. Bounce Rate d. Impression CO1 K1
2. Cost Per Action (CPA) refers to:
a. Cost incurred per click b. Cost incurred per impression c. Cost incurred for a specific user action d. Cost incurred per website visit CO1 K1
3. Which of the following is most important for making a website mobile-friendly?
a. High-resolution images b. Responsive design c. Flash animation d. Pop-up ads CO2 K2
4. Google Tag Manager is mainly used to:
a. Design websites b. Improve website speed c. Manage and deploy marketing tags d. Host web pages CO2 K2
5. Which KPI measures the effectiveness of a website in achieving desired actions?
a. Bounce Rate b. Conversion Rate c. Impression d. Frequency CO3 K1
6. Keyword research is mainly associated with
a. Social media marketing b. Email marketing c. Search Engine Optimization d. Display advertising CO3 K1

Part - B

3 x 6 = 18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Explain the concept and importance of digital marketing in the present business environment. CO1 K2
(or)
7. b. Differentiate between traditional marketing and digital marketing. CO1 K2
8. a. Explain the steps involved in choosing a suitable domain name for a website. CO2 K3
(or)
8. b. Discuss the importance of creating engaging web copy for improving website conversion. CO2 K2
9. a. Explain the concept of conversion funnel with a suitable example. CO3 K2
(or)
9. b. Describe the role of Key Performance Indicators (KPIs) in digital marketing analytics. CO3 K3

Part - C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Discuss the digital marketing landscape in India and explain the benefits of digital marketing to customers. CO1 K3
(or)
10. b. Explain in detail the key performance metrics used in digital marketing such as CTR, conversion rate, impressions, frequency, and CPA. CO1 K3
11. a. Describe the complete process of website creation, from choosing a domain name to making the website convert. CO2 K3
(or)
11. b. Explain the importance of responsive web design and landing pages in digital marketing. CO2 K3
12. a. Explain how online analytics work and discuss the importance of event tracking and attribution models. CO3 K3
(or)