

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MCA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025

Third Semester

Master of Computer Applications

MC4015 - Digital Marketing

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

Q.No	Questions	BLT	CO	Marks
1.	Define Digital Marketing.	L1	1	2
2.	List out the role of a Digital Marketing Manager.	L1	1	2
3.	What is a domain name, and why is it important for a website?	L1	2	2
4.	Define SERP and explain its significance in search engine optimization (SEO).	L1	2	2
5.	What is the purpose of a sitemap creator in website management?	L1	3	2
6.	What is quick sprout?	L1	3	2
7.	What is a Web to Lead form and how does it function in lead generation?	L1	4	2
8.	Explain the term "CPC reduction" in the context of paid advertising.	L1	4	2
9.	What are the primary difference between Search Engine Optimization (SEO) and Search Engine Marketing (SEM)?	L1	5	2
10.	Define PPC advertising and explain its significance in digital marketing.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a Explain the digital marketing process and discuss the various platforms used in digital marketing. Include examples to illustrate your points.	L2	1	16
	Or			
	b Summarize the advantages of Digital Marketing for businesses today, focusing on aspects like targeting, measurement, and cost-effectiveness. Provide real-world examples.	L2	1	16
12.	a Explain the different platforms available for website creation, highlighting their features, advantages, and suitable use cases for businesses.	L2	2	16
	Or			
	b Explain how search engines work, detailing their major functions and the role of keywords in this process. Discuss the different types of keywords and how tools like Google Keyword Planner can assist marketers.	L2	2	16

13.	a	Identify the various tools available for website analysis, including browser-based analysis tools, PageRank tools, and indexing tools. Explain how these tools help improve website performance and SEO.	L3	3	16
		Or			
	b	Analyze the significance of domain information tools like WHOIS and Open Site Explorer in digital marketing. Discuss how these tools can be utilized for competitive analysis and website management.	L3	3	16
14.	a	Choose various lead generation techniques used in digital marketing, emphasizing the role of social media and inbuilt tools. Provide examples of how businesses can effectively implement these techniques.	L3	4	16
		Or			
	b	Construct how IP tracking can enhance lead generation efforts. Discuss its benefits and how it can be integrated with other lead generation strategies, such as group posting on social media platforms.	L3	4	16
15.	a	Discover the key components of an effective digital marketing strategy, covering SEO, SEM, social media marketing, and email marketing. Provide examples of how these components can work together to drive business growth.	L4	5	16
		Or			
	b	Examine the concept of marketing automation and its role in digital marketing. Discuss how tools for web analytics and growth hacking can be leveraged to optimize marketing campaigns and enhance customer engagement.	L4	5	16