

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL/MAY 2026***Third Semester**Master of Computer Applications***PMCE2415 / MC4015 - DIGITAL MARKETING***Regulations – 2024 & 2021**Duration : 3 Hrs**Maximum : 100 Marks***PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	Mention any two tools commonly used in Digital Marketing.	L1	1	2
2.	Find how Digital Marketing provides an advantage over Traditional Marketing in terms of customer reach.	L2	1	2
3.	What is crawling in search engines?	L1	2	2
4.	Which stage of the search engine process decides the ranking of a page?	L2	2	2
5.	List the use of Whois tools.	L1	3	2
6.	Give any two benefits of proper indexing and pinning.	L2	3	2
7.	What is the role of an IP Tracker in digital marketing?	L1	4	2
8.	How can businesses strategically use “Leads are everywhere” to expand their marketing reach?	L4	4	2
9.	Suggest a blogging plan to improve website traffic.	L2	5	2
10.	State the role of growth hacking in scaling startups.	L2	5	2

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

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Discuss the need and importance of Digital Marketing in modern business. Highlight how changing consumer behavior and technological advancements have made digital marketing essential.	L2	1	8
	ii Explain the role and functions of a Digital Marketing Manager in an organization. Discuss their responsibilities, required skills, strategic decision-making areas, and performance measurement methods.	L2	1	8
	Or			
	b i Differentiate between Traditional Marketing and Digital Marketing.	L2	1	8
	ii Illustrate how a company can integrate both Digital and Traditional Marketing to achieve better results. Provide suitable examples.	L2	1	8

12.	a	i	Label the concepts of Hosting and Domain with suitable examples. Explain their significance in creating a website and describe different types of hosting and domain extensions.	L3	2	8
		ii	Infer the role of the Keyword Planner Tool in effective digital marketing strategy. Describe its features, how it is used for keyword research, competitor analysis, traffic estimation, and campaign planning, using an example to illustrate the process.	L3	2	8
			Or			
	b	i	Select a business of your choice, Design an outline for its website structure and content strategy, explaining how you will align it with search engine visibility and user experience goals.	L3	2	8
		ii	Imagine you are a digital marketing consultant for a start-up with a limited budget. Propose an integrated keyword strategy using Keyword Planner Tool to maximize organic traffic.	L3	2	8
13.	a	i	Organize the importance of identifying and fixing Dead Links. Describe the tools and steps involved in detecting broken links.	L3	3	8
		ii	Critically analyze how the strategies adopted by creators affect SEO rankings and site engagement. Use real or hypothetical examples to support your points.	L4	3	8
			Or			
	b	i	Utilize the major features of Quick Sprout. Explain how it supports SEO, content analysis, and site performance improvement.	L3	3	8
		ii	Domain Information can reveal a lot about a website's trustworthiness and strategy. Analyze how digital marketers and competitors can use domain data to make strategic decisions.	L4	3	8
14.	a		Examine the importance of CPC reduction in paid ad campaigns. Analyze techniques to lower CPC while maintaining ad reach and quality score.	L4	4	16
			Or			
	b		Formulate a digital marketing campaign that simultaneously focuses on lead generation, CPC optimization, and group posting on social media platforms.	L4	4	16
15.	a		Examine a comprehensive digital marketing strategy for a newly launched e-commerce website integrating SEO, SEM, social media marketing, and email marketing.	L5	5	16
			Or			
	b		Strategically plan a social media marketing campaign including optimization techniques, group posting, and influencer collaborations. How to improve its potential impact on brand awareness and sales.	L5	5	16