

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MCA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Second 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)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	What is digital marketing?	RE	1	2
2.	State the advantages of digital marketing.	UN	1	2
3.	What does the term SERP mean?	RE	2	2
4.	How does search engine work?	RE	2	2
5.	What do you mean by page rank tools-pinging?	RE	3	2
6.	What is quick sprout?	RE	3	2
7.	Define lead generation.	RE	4	2
8.	List out the ways to reduce CPC.	UN	4	2
9.	What do you mean by content marketing?	RE	5	2
10.	What is mobile and SMS marketing?	RE	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Compare the traditional marketing and digital marketing.	UN	1	7
	ii Explain the process of understanding digital marketing.	UN	1	6
	Or			
	b i Discuss the role of digital marketing manager.	UN	1	6
	ii Explain the latest trends in digital marketing with reference to Indian context.	UN	1	7
12.	a i Explain the different platforms for website creation.	UN	2	6
	ii Explain the major functions of search engines.	UN	2	7
	Or			
	b Explain the different platforms available for website creation, highlighting their features, advantages and suitable cases for business.	UN	2	13
13.	a Analyze the browser-based tools provide data that can help businesses make informed decisions. Prove it with examples.	AN	3	13
	Or			
	b Examine how the dead links identification tools help webmasters manage their links more effectively. List out some ways to eliminate dead internal links to improve navigation.	AN	3	13

14.	a	Identify how social media channels are used by brands for leveraging brand conversations and buzz with suitable examples.	AN	4	13
		Or			
	b	Who is a social media influencer? Illustrate with example, how will he/she help to promote digital marketing concept?	AN	4	13
15.	a i	Summarize the factors influencing SEO.	UN	5	6
	ii	Explain the strategies for successful SEM campaigns.	UN	5	7
		Or			
	b	Explain the significance of E- mail marketing in current scenario and the measures to maximize the effectiveness of email campaigning.	UN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Think of launching a new product digitally in any category of your liking and explain how you would develop the four digital media planning elements: a. Market research b. Website development	AN	5	15
		Or			
	b	Think of launching a new product digitally in any category of your liking and explain how you would develop the four digital media planning elements: a. Online advertising b. Social media marketing for launching a new product	AN	5	15