

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MCA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025***Third Semester**Master of Computer Applications***PMCE2415 - Digital Marketing***Regulations - 2024**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.	Define Digital Marketing.	L1	1	2
2.	Recall two roles of a Digital Marketing Manager.	L1	1	2
3.	Show two elements commonly found on a SERP.	L1	2	2
4.	Omit any two metrics provided by Google Keyword Planner.	L1	2	2
5.	List two tools used for sitemap creation.	L1	3	2
6.	Outline how Quick Sprout can be used to generate actionable insights for website improvement.	L2	3	2
7.	Show the different lead generation techniques available in digital marketing.	L2	4	2
8.	Summarize the role of web-to-case forms in improving customer service and satisfaction.	L2	4	2
9.	Illustrate the process of affiliate marketing.	L2	5	2
10.	Infer how blogging can support website product marketing and improve SEO ranking.	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 Show how digital and traditional marketing can be used together to create an integrated strategy.	L1	1	8
	ii Explain the steps involved in the digital marketing process.	L1	1	8
	Or			
	b i How would you differentiate the digital marketing with traditional marketing on cost and reach?	L1	1	8
	ii Relate the functions of a digital marketing manager to campaign success.	L1	1	8
12.	a i Summarize the process of registering a domain and hosting a website.	L2	2	8
	ii Classify the types of keywords with relevant example.	L2	2	8
	Or			
	b i Illustrate with a flow diagram the working of a search engine.	L2	2	8
	ii Demonstrate how to use Google Keyword Planner for keyword research.	L2	2	8

13.	a	i	Construct a simple model to explain how PageRank tools determine authority.	L3	3	8
		ii	Experiment with PageRank results and show how they affect SEO planning.	L3	3	8
	Or					
	b	i	Experiment with Open Site Explorer to compare domain authority of two competitors.	L3	3	8
		ii	Organize the browser-based analysis tool with relevant example.	L3	3	8
14.	a	i	Compare web-to-lead and web-to-case forms in terms of functionality and use.	L4	4	8
		ii	Examine the effectiveness of inbound vs. outbound lead generation strategies.	L4	4	8
	Or					
	b	i	Inspect how inbuilt tools (like CRM and analytics dashboards) help in lead management.	L4	4	8
		ii	Analyze the relationship between lead quality and marketing tools used.	L4	4	8
15.	a	i	Classify, SEO and SEM in terms of cost, reach, and long-term benefits.	L4	5	8
		ii	List the role of email marketing in nurturing leads.	L4	5	8
	Or					
	b	i	Discover how effective copywriting impacts conversions and sales.	L4	5	8
		ii	Inference the function of Google AdWords in paid campaigns.	L4	5	8