

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS NOV/DEC 2025***Third Semester**Master of Business Administration***PMBE2418 – 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 Online Market Space.	L1	1	2
2.	Outline the key components of a digital marketing strategy.	L2	1	2
3.	What is meant by Keyword Strategy in SEO?	L1	2	2
4.	Differentiate on-page and off-page SEO techniques.	L2	2	2
5.	List the various types of Email Marketing.	L1	3	2
6.	Explain the role of mobile marketing channels in digital campaigns.	L2	3	2
7.	Identify any two major social media channels used in digital marketing.	L1	4	2
8.	Outline how engagement marketing helps in building customer relationships.	L2	4	2
9.	What is Channel Attribution in digital marketing analytics?	L1	5	2
10.	Explain how web analytics can change your digital marketing strategy.	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	Explain the evolution of digital marketing in the business environment.	L2	1	16
		Or			
	b	Demonstrate the differences between digital marketing and traditional marketing.	L2	1	16
12.	a	Apply suitable strategies for SEO optimization of an e-commerce website.	L3	2	16
		Or			
	b	Develop an effective Pay-Per-Click (PPC) campaign plan for a new product launch.	L3	2	16
13.	a	Analyze the impact of mobile applications on consumer behavior with suitable example.	L4	3	16
		Or			
	b	Examine the effectiveness of SMS push notification marketing in customer engagement.	L4	3	16

14.	a	Evaluate how social media marketing builds brand loyalty in modern organizations.	L5	4	16
		Or			
	b	Assess the effectiveness of a social media content strategy for a start-up business.	L5	4	16
15.	a	Formulate various recommendations for improving web analytics to support digital marketing decisions.	L6	5	16
		Or			
	b	Create a comprehensive digital marketing plan for an educational institution.	L6	5	16