

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023  
(Second Semester)

Branch – COMPUTER SCIENCE

**DIGITAL MARKETING**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which of the following is the correct depiction of Digital Marketing?  
(i) E-mail Marketing (ii) Social Media Marketing  
(iii) Web Marketing (iv) All of the above
2. What is full form of PPC pages?  
(i) Per Pay Click (ii) Pay Per Click  
(iii) Prize per click (iv) Prize per click
3. Which of the following is most important metric to track email marketing?  
(i) CTR (ii) Open rate  
(iii) Click rate (iv) All of the above
4. What is a “vlog”?  
(i) Video log (ii) Virtual log  
(iii) Virus log (iv) Video long
5. Which of the following doesn't define the correct roles and responsibilities of content marketing strategy?  
(i) A strategy that tries to appeal and recall its target audience  
(ii) A marketing strategy approach  
(iii) Yet another name of social media marketing  
(iv) A technique more focused on creating and distributing valuable as well as relevant content to its users/audiences

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Explain the Principles of Digital Marketing.  
OR  
b. List out the features of off page optimization.
- 7 a. List out the goals in Pay Per Click.  
OR  
b. What is Analyze role in Digital Display Advertising? Explain.
- 8 a. How do you design and content email marketing? Explain.  
OR  
b. Outline the Goals in Social Media Marketing.
- 9 a. State the importance of advertising in social media.  
OR  
b. What does optimize mean in marketing? Explain
- 10 a. What is analyze in digital marketing? Explain.  
OR  
b. State the Activities involved in Strategy and planning.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Elaborate the Search Behavior and its Different Stages.  
OR  
b. Explain about the one-page optimization in Digital Marketing.
- 12 a. Discuss about the Pay per Click model and its Stages in detail.  
OR  
b. Explain about the Advertising Stages in Digital Display Advertising.
- 13 a. Explain a) Data- Email Marketing Process b) Delivery.  
OR  
b. Discuss about the Goals and Channels of Social Media Marketing.
- 14 a. Trace about Laws and Guidelines in Social Media Marketing and its need.  
OR  
b. Summarize the Mobile Marketing.
- 15 a. Explain the Setup and its Stages in Analytics in Digital Marketing.  
OR  
b. Explain: a) Audience b) Analysis in Strategy and Planning with reference to digital marketing.

Z-Z-Z END