

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2022
(Third Semester)

Branch – COMPUTER SCIENCE

DIGITAL MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. What is Informal definition of SEO?
a) Small nice for Google b) Smell nice for Google
c) Smell nice for Yahoo d) None of the above
2. The _____ is the destination to which that link text will take the user
a) Link URL b) Link text c) Link Line d) None of the above
3. The revenue model adopted by search engines whereby the advertiser pays only when a user clicks on an ad.
a) PPC b) SERP c) SEO d) None of the above
4. _____ are the areas to the left and right of the homepage to display ad.
a) Skyscrapers b) Leader board c) Islands d) None of the above
5. What is the full form of SMM?
a) Social Market marketing b) Social Media marketing
c) Social Media Management d) None of the above
6. _____ is a great way of catching people's attention in social media.
a) Text b) Emotive c) Imagery d) None of the above
7. Which social network is considered the most popular for social media marketing?
a) Facebook b) Twitter c) Linkdin d) WhatsApp
8. What is "social media optimization"?
a) Creating content which easily creates publicity via social networks
b) Writing clear content
c) Creating short content which is easily indexed
d) Hiring people to create content for social networks
9. The process of measuring, collecting, analyzing, and reporting the behavior of visitors on a website, in order to understand and optimize web usage.
a) Analytics b) planning c) Assertiveness d) All of the above
10. In mobile marketing, the full form of LBS is _____.
a) List-based service b) Location-based service
c) Lead-based service d) None of the above

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 5 = 25)

11. a) Elaborate on concept Integration as a principle is crucial to effective digital marketing.

OR

- b). Apply the 5P model with an example and explain

Cont...

12. a) Discuss key benefits of paid search and factors to consider that contribute towards the quality.
OR
b) Explain the Analyze stage in a DDA process.
13. a) Explain four vital steps that comprise an effective email marketing process.
OR
b) How do you create a professional LinkedIn profile and participate in LinkedIn groups to expand your network?
14. a) How facebook helps in digital marketing? Explain the strategies for choosing a facebook Ad.
OR
b) State how mobile use has taken off and why this presents such a great opportunity for digital marketers?
15. a) Discuss how GA operates a constant system of collection, measurement, and analysis of website data.
OR
b) Explain the main factors to keep in mind at the beginning of your planning process.

SECTION - C (40 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 8 = 40)

16. a) Elaborate various stages of SEO process in detail.
OR
b) Explain 3i principles in digital marketing.
17. a) Elaborate on Four Stage PPC process with diagram.
OR
b) Discuss benefits and challenges faced by digital advertisers. Explain second stage of DDA iterative process.
18. a) Elaborate on process of Email marketing with example.
OR
b) Differentiate between personal profiles and business Facebook pages. Elaborate.
19. a) Discuss how the social media channels supporting digital marketing.
OR
b) Explain the ways in which you can optimize your content for a mobile audience.
20. a) Explore four key stages of the ongoing analytics process.
OR
b) Explore the strategy and planning process adopted by digital marketers for digital marketing.

Z-Z-Z END