

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(Second 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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ consists of preselected visitors arriving at a website who have already expressed an interest in the site's subject. A. Targeted Traffic B. Digital marketing targeting C. Content Marketing D. Email Marketing	K1	CO1
	2	Which of the following is a type of digital marketing activity? A. Email marketing B. Social web marketing C. Viral marketing D. All of the above	K2	CO2
2	3	Search engine optimization (SEO) is an effective method for _____ the ranking of websites in search engine results. A. Increasing B. Decreasing C. Lowering D. None	K1	CO3
	4	_____ provides access to information available on the internet by serving as private locations on the internet. A. Search Engines B. Portals C. Algorithms D. Domain name	K2	CO2
3	5	Which of the following is valuable in increasing a page rank? A. Paying for placement B. Static content C. Quantity of links from other highly ranked pages to your site D. None of the above	K1	CO3
	6	What are the three important terms of AdWords? A. Quality Score, Maximum Bid, and Budget B. Quality Score, Impression Rate, and Budget C. Cost Per Click, Cost Per Impression, or Cost Per Conversion. D. Maximum Bid, Impression Rate, and Cost Per Conversion	K2	CO4
4	7	What are organic search results? A. Results based on content and keyword relevancy, free of commercial investment B. Results organized by how often the search term is used outside the internet C. Results free of intentional keyword optimization D. Results based on originality of content	K1	CO5
	8	In the email campaign, _____ delivers the advertisements into the group of targeted customers. A. Spoofing B. Indirect email marketing C. Direct email marketing D. Spamming	K2	CO5
5	9	What is an ad group? A. An ad group is a collection of related keywords and ads B. An ad group is a collection of related ads. C. An ad group is a collection of related campaign settings and ads D. An ad group is a library of your ads grouped by category	K1	CO4

Cont...

5	10	Which of the following tools allows you to track page views, unique visitors and conversion statistics? A. Google AdWords B. Alexa C. Google Analytics D. WordPress	K2	CO3
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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	How can you categorize Digital marketing?	K3	CO1
	(OR)			
	11.b.	Discuss the role of social media in digital marketing.		
2	12.a.	Choose the most effective ways to increase traffic to your website.	K3	CO2
	(OR)			
	12.b.	Compare on-page and off-page optimization.		
3	13.a.	Define Search Engine Optimization in detail.	K3	CO3
	(OR)			
	13.b.	Discuss about different advertising formats.		
4	14.a.	Explain Content marketing.	K4	CO4
	(OR)			
	14.b.	Examine the advantages and disadvantages of Facebook marketing.		
5	15.a.	What are Google Ads? Explain the importance of Google Ads in digital marketing.	K4	CO5
	(OR)			
	15.b.	Explain Affiliate marketing.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss various emerging trends in digital marketing in Indian context.	K3	CO1
2	17	What do you understand about Search Engine Optimization (SEO)? Explain important features of SEO.	K4	CO2
3	18	Discuss in detail about Instagram Marketing. Write the strategy to promote business on Instagram.	K6	CO5
4	19	Explain display advertising techniques. Discuss different types of display advertising techniques.	K4	CO3
5	20	Explain Google AdWords Remarketing.	K6	CO4

Z-Z-Z END