

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2025
(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	_____ are system based on the internet that is able to create, accelerate and transmit product value from produce to the terminal a) Channels of digital marketing b) Social media c) Search engine d) SEM	K1	CO1
	2	_____ is a digital communications technique which involves Improving visibility and monitoring a) Display Advertising b) Email marketing c) None of the above d) E-PR	K2	CO1
2	3	What does the term CPA refer to? a) Cost-per-ad b) Cost-per-analysis c) Cost-per-acquisition d) Cost-per-action	K1	CO2
	4	A digital marketing _____ and _____ a product brand. a) Direct advertising, awareness. b) Internet, brand c) Direct, indirect d) None of the above	K2	CO2
3	5	Search engine results pages display _____ as clickable headlines above website urls. a) Title Tags b) Search Engines c) Meta Keywords d) Meta Description	K1	CO3
	6	The _____ program allows businesses to advertise their products, services, offerings, applications, as well as other products to internet users. a) Google Search Engine b) Google AdWords c) Google One d) Google Chrome	K2	CO3
4	7	Why is having a mobile-friendly website important? a) It reduces website loading speed b) It increases desktop traffic c) It improves the user experience on mobile devices d) It allows mobile users to make phone calls to the company	K1	CO4
	8	Which metric is commonly used to measure the success of an email marketing campaign? a) Impressions b) Click-through rate (CTR) c) Social media shares d) Cost per click (CPC)	K2	CO4
5	9	What is the terms given ads that generally placed between web change's masthead and content. a) Button ads b) Skyscraper ads c) Leader board ads d) MPU ads	K1	CO5
	10	The _____ program allows businesses to advertise their products, services, offerings, applications, as well as other products to internet users. a) Google Search Engine b) Google AdWords c) Google One d) Google Chrome	K2	CO5

Cont...

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.	Explain importance of 3i- principles of digital marketing.	K3	CO3
	(OR)			
	11.b.	Discuss the strategies of digital marketing.		
2	12.a.	Explain Pay-per click Advertising.	K3	CO1
	(OR)			
	12.b.	Compare on-page and off-page optimization.		
3	13.a.	Explain keywords in Digital marketing? How important is it for SEO?	K3	CO3
	(OR)			
	13.b.	Examine the advantages and disadvantages of Email marketing.		
4	14.a.	Summarize the steps involved in the content marketing process.	K4	CO6
	(OR)			
	14.b.	Classify the Mobile Marketing.		
5	15.a.	Explain Web analytics with its metrics.	K4	CO6
	(OR)			
	15.b.	Examine Google Analytics. Discuss the importance in 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 global context.	K3	CO2
2	17	Differentiate Inbound marketing and digital marketing.	K4	CO6
3	18	Enumerate what is Twitter Marketing. Examine the strategy to promote business on Twitter.	K6	CO5
4	19	Survey Display Advertising is Important. Discuss different types of display advertising techniques.	K4	CO6
5	20	Analyse Google AdWords Remarketing work.	K6	CO4

Z-Z-Z

END