

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022  
(Third 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 What does SEO stand for?
  - (i) Search Engine Optimal
  - (ii) Social Engine Optimal
  - (iii) Search Engine Optimization
  - (iv) Social Engine Optimization
- 2 What are the links from other sites called?
  - (i) Front links
  - (ii) Backlinks
  - (iii) Bound links
  - (iv) Hide links
- 3 A merge of two websites requires redirecting \_\_\_\_\_ URLs to their correct locations.
  - (i) Updated
  - (ii) Outdated
  - (iii) Current
  - (iv) None
- 4 Identify the four correct stages of SMM.
  - (i) Goals, Channels, Implementation and Analyze
  - (ii) Define, Format, Configure and Analyze
  - (iii) Goals, Setup, Manage and Analyze
  - (iv) Goals, On page Optimization, Off page Optimization and Analyze
- 5 What is a Conversion?
  - (i) A sale
  - (ii) An Impression
  - (iii) An Engagement
  - (iv) An enquiry

**SECTION - B (15 Marks)**

Answer ALL Questions

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

- 6 a What is the role of Digital marketing in Business?  
(OR)  
b What do you mean by SEO? Explain.
- 7 a What are all the key features of SEM?  
(OR)  
b Explain the importance of DDA in DM.
- 8 a What do you mean by Email marketing? Explain with example.  
(OR)  
b Explain the Social Media Marketing in detail.
- 9 a What are the various content planning for SMM?  
(OR)  
b Define the Mobile marketing in detail.

Cont...

- 10 a What is Analytics tool? What is the use of analytics tool in DM?  
(OR)  
b Explain the Strategic planning for Car company.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a How to understanding the role of 3is in Cloth vendor? Explain.  
(OR)  
b Explain the SEO promotion in business website in detail.
- 12 a Explain the SEM ad campaign promotion in business in detail.  
(OR)  
b Elaborate the Digital display advertising with example.
- 13 a What is the Business model? Explain the FACEBOOK business model.  
(OR)  
b Define and elaborate the Nuts and bolts of Email Marketing.
- 14 a Explain the You tube is a boom for advertisers, users and Digital Marketers.  
(OR)  
b Describe the design of DM models for Twitter and Instagram.
- 15 a What is a GA model? Explain the working of GA.  
(OR)  
b Explain about the essential metrics of Digital Marketing channel.

Z-Z-Z

END