PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 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	_____ is any type of product or services to reach more people to aware of your product or Service. a. SEO b. SEM c. Pay Per Click d. Visibility	K1	CO2
	2	Which of the following are essentially required to make a business case for content marketing? a. Industry best practices b. Objectives and KPIs c. Impacts and challenges d. All of the above	K2	CO3
2	3	The best way to improve search engine ranking is with a. Video b. A blog c. Having at least 500 words of text per page d. Using a lot of graphics per page	K1	CO4
	4	Which of the following key metrics is/are used by search engines? a. Links b. Content c. Page Structure d. All of the above	K2	CO5
3	5	What is the full form of SEM? a. Social Engine Marketing b. Search Engine Marketing c. Search Engine Management d. Social Engine Management	K1	CO1
	6	What is the purpose of pay per click advertising? a. To increase brand awareness b. To attract targeted customers c. To increase organic visits to a website d. To buy visits to a website	K2	CO2
4	7	How can affiliate marketing help my business? a. Increase website traffic b. Increase revenue c. Improve customer service d. Grow brand awareness	K1	CO3
	8	What acronym refers to the results produced when a search is entered? a. ROS b. ROI c. GSFR d. SERP	K2	CO2
5	9	In order to identify the users, web analytics tools need to report on? a. User sessions b. Unique users c. Page Views d. Bounce Rate	K1	CO4

Cont...

5	10	Using _____, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines. a. Search Engine Optimization b. Social Media Marketing c. Social Media Optimization d. Search Engine Marketing	K2	CO5

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.	Differentiate between traditional marketing and digital marketing.	K3	CO2
		(OR)		
	11.b.	Explain the importance of 3i- principles of digital marketing.		
2	12.a.	Compare and contrast about on-off page optimization.	K3	CO1
		(OR)		
	12.b.	Explain about natural listing.		
3	13.a.	Discuss in detail different types of websites with examples	K4	CO5
		(OR)		
	13.b.	Explain the display advertising techniques. Discuss different types of display advertising techniques.		
4	14.a.	Examine Google Ads. Explain the importance of Google Ads in digital marketing.	K4	CO5
		(OR)		
	14.b.	Explain the characteristics of email marketing.		
5	15.a.	Illustrate with suitable example Google Analytics.	K4	CO5
		(OR)		
	15.b.	Discuss Affiliate Marketing. What are the recent trends influencing it?		

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	Elaborate the difference between Digital Marketing and Social Media Marketing.	K3	CO1
2	17	Discuss in detail about Social Media Optimization, what are the methods by which it is processed. Explain the types in detail.	K4	CO2
3	18	Discuss the importance and types of email. marketing.	K4	CO3
4	19	Define LinkedIn Marketing. Describe the various ways to market in LinkedIn.	K6	CO5
5	20	Analyze Campaigns, how it is different from Ad Campaigns. Explain the detailed process to create Campaigns.	K6	CO5

Z-Z-Z   END