

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023  
(Second 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 \_\_\_\_\_ tool would show the number of unique searches done in the past six months.  
(i) Google Keyword Planner (ii) Google Calendar  
(iii) Google's Marketing (iv) All the above
- 2 Google display network consists of websites that allow Google to place ads on its site through a platform called \_\_\_\_\_.  
(i) Admoney (ii) Adsence  
(iii) Advertisement (iv) Adcenter
- 3 \_\_\_\_\_ is a form of Internet Marketing utilizing social networking sites as marketing tools thereby gaining interaction with customers through social media.  
(i) SMM (ii) SEO  
(iii) DDA (iv) PPC
- 4 The big player(s) in the app market is \_\_\_\_\_.  
(i) iOS App Store (ii) Google play  
(iii) both (i) & (ii) (iv) None of the above
- 5 \_\_\_\_\_ tool is used for search optimization.  
(i) GA (ii) Adwords keyword planner  
(iii) ESP (iv) Both (i) & (ii)

**SECTION - B (15 Marks)**

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

- 6 a Describe 3i principles.  
OR  
b Discuss the four stages of Search Engine Optimization process.
- 7 a Discuss the importance of goal stage in Pay Per Click process.  
OR  
b Explain the most commonly used formats in Digital Display Advertising process.
- 8 a Explain the stage of delivery in the email marketing process.  
OR  
b Elucidate the media types and stakeholders of Social Media Marketing.

Cont...

- 9 a Explain the function of each option in overview tab of Facebook.  
OR  
b State the advantages of mobile sites.
- 10 a Explain how to set goals for both your business and website.  
OR  
b State the key objective of strategy and planning process.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the core sections of Search Engine Result Page.  
OR  
b Discuss the mechanics of on-page optimization.
- 12 a Analyze the final stage of Pay Per Click process.  
OR  
b Explain the operation of Display Advertising.
- 13 a Illustrate the design and content of the email marketing process.  
OR  
b Analyze the channel stage of the Social Media Marketing process.
- 14 a Analyze the implementation stage of Social Media Marketing process.  
OR  
b Explain the characteristic of an effective mobile sites.
- 15 a Explain how to get the different types of report in Google Analytics tool.  
OR  
b Explain the structure of digital marketing plan.

Z-Z-Z

END