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Question Paper Code : 91890

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2025.

Fifth/Sixth Semester

Computer Science and Engineering

CCW 332 — DIGITAL MARKETING

(Common to Computer Science and Engineering (Artificial Intelligence and Machine Learning)/Computer and Communication Engineering/Artificial Intelligence and Data Science/Information Technology)

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Content marketing and its importance?
2. Define Content strategy.
3. Write about PPC advertising.
4. List the concept of inbound marketing.
5. What is the difference between organic and paid search results?
6. State the significance of email marketing in business communication.
7. How does A/B testing involves in digital marketing campaigns?
8. Define conversion rate optimization (CRO).
9. What is the importance of mobile optimization in digital marketing?
10. How does user-generated content influence brand trust?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the types of Digital marketing in details.

Or

- (b) Explain the role of content strategy in social media marketing. How can brands create content that resonates with their target audience?

12. (a) Discuss the five pillars of SEO, explain with examples.

Or

- (b) Elaborate how would you optimize a webpage's title tag and meta description to improve its search engine ranking?

13. (a) What is the current state of measuring Mobile Marketing activities? Explain.

Or

- (b) Explain the types of email marketing in detail.

14. (a) Discuss how can we effectively engage with our audience through social media?

Or

- (b) Discuss how can we incorporate user-generated content into our social media strategy?

15. (a) Explain what challenges have you faced in digital marketing, and how did you overcome them?

Or

- (b) How can marketers use Google Analytics to improve the performance of their campaigns? Discuss in detail.

PART C — (1 × 15 = 15 marks)

16. (a) Imagine you are helping a non-profit organization to build a blog to educate the public about a specific social issue. What content marketing strategy would you implement? Discuss content types, distribution channels, and audience engagement tactics.

Or

- (b) XYZ Company wants to increase its online sales by 20% in the next 6 months. Develop a digital marketing plan for the company, including specific goals, target audience, digital marketing channels, and metrics for evaluation.