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Question Paper Code : 40478

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2024.

Computer Science and Engineering

CCW 332 – DIGITAL MARKETING

(Common to : Biomedical Engineering/Computer Science and Design/  
Computer Science and Engineering(Artificial Intelligence and Machine  
Learning)/Computer and communication Engineering/Electronics and  
communication Engineering/Electronics and Telecommunication  
Engineering/Medical Electronics/Artificial Intelligence and Data Science/  
Computer Science and Business Systems/Information Technology)

(Regulations 2021)

**Time : Three hours**

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Digital marketing strategy.
2. What is content marketing?
3. Write a short note on SEO strategy.
4. What is pay-per-click (PPC) advertising?
5. Define email automation.
6. List the types of e-mail marketing.
7. Define social media marketing.
8. Give examples for benchmark social media campaigns.
9. Write the importance of analytics in digital marketing.
10. What is web analytics?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the importance of a well-defined digital marketing strategy for businesses operating in the online market space. Outline the key components of a digital marketing strategy with illustrations.

Or

- (b) Explain the process of planning and creating a brand website, highlighting the key steps involved and best practices for ensuring a successful website launch. Provide real-world examples to illustrate your points.

12. (a) Explain the importance of keyword strategy in search engine optimization, and outline the steps involved in conducting effective keyword research for optimizing Website content. Provide examples to illustrate your points.

Or

- (b) Discuss the key components of search engine marketing (SEM), including SEO, PPC advertising, and display advertising. Compare and contrast the advantages and limitations of each component with illustrations.

13. (a) Discuss the significance of email automation in modern marketing strategies and provide examples of how businesses can effectively utilize it to enhance customer management and conversion rates.

Or

- (b) "Mobile marketing has become increasingly important in today's digital landscape." Comment on the statement and explain the various channels and strategies involved in mobile marketing.

14. (a) Discuss the role of social media channels in modern marketing strategies, highlighting the unique characteristics and advantages of each platform. Provide examples of successful social media campaigns and analyze the key factors contributing to their effectiveness.

Or

- (b) Explain the concept of influencer marketing on social media platforms with suitable examples.

15. (a) Discuss the concept of digital transformation and channel attribution with its significance in reshaping business operations and customer experiences with examples.

Or

- (b) Analyze the recent trends in digital marketing, including personalization, voice search optimization, video marketing, AI and machine learning, and AR/VR technology. Discuss the implications of these trends for businesses.

PART C — (1 × 15 = 15 marks)

16. (a) Design a comprehensive SEO and SEM strategy for a newly launched e-commerce website selling handmade jewellery. Your strategy should cover all essential aspects, including keyword strategy, on-page and off-page optimization techniques, PPC advertising, and display advertisement. Outline the key steps and tactics involved in each component of your strategy, and explain how you will measure the success of your SEO and SEM efforts. Provide specific examples and illustrations to support your strategy.

Or

- (b) Discuss the various strategies and tactics that businesses can employ to engage with customers effectively on social media platforms. Highlight the role of engagement marketing in building customer relationships and brand loyalty. Give examples.
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