Reg. No.:				

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI - 628 502.



PG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2022 and later)

PROGRAMME AND BRANCH: M.Sc., COMPUTER SCIENCE

III PART - III CORE P22CS312 DIGITAL MARKETING AND E-COMMERCE	SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
	III	PART - III	CORE	P22CS312	

Date: 15.11.2024 / FN Time: 3 hours Maximum: 75 Marks Outcome Bloom's K-level Course Q. SECTION - A $(10 \times 1 = 10 \text{ Marks})$ No. Answer ALL Questions. CO₁ **K**1 1. Which year is generally regarded as the start of digital marketing? a) 1985 b) 1990 c) 1995 d) 2000 CO₁ K2 2. Which of the following is not a component of the digital marketing mix? a) Content Marketing b) Pay-Per-Click Advertising (PPC) c) Affiliate Marketing d) Print Advertising CO₂ K1 Which is an example of a display advertising format? a) PPC text ad b) Banner ad d) Push notification c) Sponsored email Which metric is commonly used to measure the effectiveness of a display ad CO₂ K2 4. campaign? a) Click-Through Rate (CTR) b) Bounce Rate c) Domain Authority (DA) d) Time on Page CO3 K1 Which of the following best describes Ad Rank in search engine advertising? 5. a) The number of clicks your ad receives b) The position of your ad on the search engine result page (SERP) c) The total budget for the ad campaign d) The number of keywords used in the ad campaign CO₃ K2 What is the most important factor in determining an ad's success? 6. a) The design of the ad b) The relevancy of the ad to the target audience c) The length of the ad copy d) The number of keywords used CO₄ **K**1 7. What is the purpose of using hashtags in social media marketing? a) To decrease the visibility of posts b) To categorize content and increase discoverability c) To reduce engagement on posts d) To make posts private K2 CO₄ Which of the following is an example of an engagement metric in social 8. media marketing? a) Number of followers b) Number of impressions c) Number of likes, shares, and comments on posts d) Cost-Per-Click (CPC) What is the maximum character limit for a Facebook ad headline? CO₅ K1 9. a) 25 b) 60 c) 40 d) 120

CO5	K2	10.	Which ad format on Facebook is designed to display multiple images or videos in a single ad? a) Single image b) Slideshow c) Carousel d) Instant Experience
Course Outcome	Bloom's K-level	Q. No.	$\frac{\text{SECTION} - B \text{ (5 X 5 = 25 Marks)}}{\text{Answer } \underline{\text{ALL}} \text{ Questions choosing either (a) or (b)}}$
CO1	K2	11a.	Explain POEM framework for digital marketing strategy. (OR)
CO1	K2	11b.	Describe the steps of digital marketing plan process.
CO2	K2	12a.	Identify any two media of display advertising. (OR)
CO2	K2	12b.	Make use of any three characteristics of a good creative ad.
CO3	К3	13a.	Interpret the steps for creating ad in your site. (OR)
CO3	КЗ	13b.	Show the steps to enhance your ad campaign.
CO4	К3	14a.	Sketch the methodology of 70/20/10 content approach. (OR)
CO4	КЗ	14b.	Illustrate the components of social media implementations.
CO5	K4	15a.	Analyse any two types of Facebook insights. (OR)
CO5	K4	15b.	Examine any three formats of Facebook ads.

Course Outcome	Bloom's K-level	Q. No	SECTION - C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K4	16a.	Compare digital marketing with traditional marketing. (OR)
CO1	K4	16b.	Investigate ethical and legal framework of digital marketing.
CO2	K5	17a.	Analyse the components of display media plan. (OR)
CO2	K5	17b.	Examine geographic and language tagging in digital marketing.
CO3	K5	18a.	Evaluate the factors does Google use to calculate Ad rank. (OR)
CO3	K5	18b.	Design your own ad.
CO4	K5	19a.	Discuss any three the components of Social Media strategy cycle. (OR)
CO4	K5	19b.	Evaluate any two of social media entertainment.
CO5	К6	20a.	How many ways to improve your Facebook organic marketing for your product? (OR)
CO5	K6	20b.	Bring out any three other Facebook marketing tools and discuss.