CMR INSTITUTEOFTECHNOLOGY

**Kandlakoya (V), Medchal District, Hyderabad–501401**

DEPARTMENTOFCOMPUTERSCIENCE&ENGINEERING(DS)

Assignment QuestionsMid-1

|  |  |  |
| --- | --- | --- |
| **Course Name** | **:** | **Digital Marketing** |
| **Course Code** | **:** | **22CDPE51** |
| **Class-Sem** | **:** | **III year–I Sem (R22)** |
| **Last Data of Submission** | **:** | **4/9/2025** |
| **Course Faculty** | **:** | **Dr K. Pradeep Reddy** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **SET-1** | **BTL** | **CO** | **PO** |
| 1 | Explain the importance of a customer-centric approach in digital marketing. How does “Start with the customer and work backward” help in strategy planning? | II | 1 | PO- 2,3,5,6,8,12 |
| 2 | Develop a sample HTML page that includes optimized title, meta tags, image tags, and content for a bakery business | III | 2 | PO- 2,3,5,6,8,12 |
| 3 | Develop a Google AdWords campaign plan for an online clothing store. Include ad title, description, and keywords | III | 3 | PO- 2,3,5,6,8,12 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **SET-2** | **BTL** | **CO** | **PO** |
| 1 | Compare and contrast on-page and off-page SEO techniques with examples. | IV | 1 | PO- 2,3,5,6,8,12 |
| 2 | Identify and explain the use of any **three** SEO tools (e.g., Google Analytics, Webmaster Tools, SEMrush). | II | 2 | PO- 2,3,5,6,8,12 |
| 3 | Explain the components of an effective email marketing campaign. Design a sample email for a promotional offer. | II | 3 | PO- 2,3,5,6,8,12 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **SET-3** | **BTL** | **CO** | **PO** |
| 1 | Analyze a real-time website (like Amazon, Zomato, etc.) and describe how SEO helps them appear in top search results. | IV | 1 | PO- 2,3,5,6,8,12 |
| 2 | Illustrate a keyword strategy for a new online bookstore. Include both short-tail and long-tail keywords | II | 2 | PO- 2,3,5,6,8,12 |
| 3 | Differentiate between display advertising and search engine advertising with suitable examples | IV | 3 | PO- 2,3,5,6,8,12 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **SET-4** | **BTL** | **CO** | **PO** |
| 1 | Explain the role of the 3i Principles (Initiate, Integrate, Iterate) in a digital marketing strategy. Apply them to a new product launch of your choice | II | 1 | PO- 2,3,5,6,8,12 |
| 2 | Select any poorly optimized website and suggest a detailed SEO improvement plan, covering technical, on-page, and off-page SEO. | IV | 2 | PO- 2,3,5,6,8,12 |
| 3 | Compare and analyze the effectiveness of Google Ads vs. Facebook Ads for promoting an e-commerce website. Discuss in terms of targeting, cost, reach, ad formats, and ROI (Return on Investment) | IV | 3 | PO- 2,3,5,6,8,12 |