Question Paper Code: 6213133

M.C.A DEGREE EXAMINATIONS, NOV/ DEC 2024
Third Semester
Master of Computer Application
P23CAE42 – DIGITAL MARKETING
(Regulation 2023)

Time: Three Hours   Maximum: 100 Marks

Answer ALL questions

PART – A   (10 x 2 = 20 Marks)

1.   What is meant by digital marketing?

2.   State the features of traditional marketing.

3.   Define website.

4.   List out the types of keywords.

5.   What is meant by site map creators?

6.   Show the importance of quick sprout.

7.   State the importance pf web to lead forms.

8.   Identify the IP tracker in digital in digital marketing.

9.   List out the types of social media marketing.

10.   What is meant by Marketing Automation?

11. (a) Explain in briefly about digital marketing platform.   (16)

                                                (OR)

   (b) Summarize the digital marketing manager role and functions.   (16)

12. (a) Analyze the different platforms for website creation.   (16)

                                                (OR)

   (b) Classify the google keyword planner tool.   (16)

13. (a) Examine the dead links identification tools.   (16)

                                                (OR)

   (b) Inspect the open site explorer domain information that is tools.   (16)

14. (a) Demonstrate the social media and lead gen inbuilt tools for digital marketing. (16)

                                                (OR)

   (b) Summarize the group posting on social media platform.   (16)

15. (a) Compare the difference between SEO and SEM in detail.   (16)

                                                (OR)

   (b) Categorize the importance of Mobile and SMS Marketing.   (16)

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