

25U2126

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Name :

Reg. No :

SECOND SEMESTER B.Voc. DEGREE EXAMINATION, APRIL 2026

(FYUGP)

CC25INT2FM106 - DIGITAL MARKETING

(B.Voc. IT - MDC)

(2025 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer ***all*** questions. Each question carries 2 marks.

1. What is audience targeting? [Level:1] [CO1]
2. State any two differences between digital and traditional marketing. [Level:1] [CO1]
3. What is caption optimization? [Level:2] [CO2]
4. Mention two features of professional content on LinkedIn. [Level:1] [CO2]
5. Define content repurposing. [Level:2] [CO2]
6. What is dynamic search ad? [Level:1] [CO3]
7. What is backlink building? [Level:1] [CO3]
8. Define Web Analytics. [Level:1] [CO4]
9. What is ROAS? [Level:1] [CO4]
10. What is a dashboard in Google Analytics? [Level:1] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer ***all*** questions. Each question carries 6 marks.

11. Discuss Influencer marketing and Affiliate marketing. [Level:2] [CO1]
12. Discuss engagement techniques used in social media marketing. [Level:3] [CO2]
13. Explain the purpose and importance of content marketing. [Level:2] [CO2]
14. Explain how search engines work (crawling, indexing, ranking). [Level:2] [CO3]
15. Discuss the importance of voice search and smart devices in marketing. [Level:3] [CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. Explain the importance of digital marketing for businesses in terms of growth, customer engagement, ROI, and competitive advantage. [Level:2] [CO1]
17. Explain A/B testing and campaign optimization in improving ROI. [Level:2] [CO3]

(1 × 10 = 10 Marks)
