



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

Question Paper Code: 60015

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – NOV. / DEC. 2025

Fifth Semester

Computer Science and Technology

U23ITV55 - DIGITAL MARKETING

(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels (KL)	K1 – Remembering	K3 – Applying	K5 - Evaluating
	K2 – Understanding	K4 – Analyzing	K6 - Creating

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	Define Digital Marketing Strategy.	2	K1	CO1
2.	List two key opportunities for building a brand website.	2	K1	CO1
3.	State the importance of keyword strategy in SEO.	2	K2	CO2
4.	Differentiate between on-page and off-page SEO techniques.	2	K2	CO2
5.	Identify two types of Email Marketing.	2	K1	CO3
6.	Illustrate how mobile apps support Mobile Marketing.	2	K2	CO3
7.	Analyze the role of social media channels in brand conversations.	2	K2	CO4
8.	Compare influencer marketing with engagement marketing.	2	K2	CO4
9.	State two key analytics tools used in Digital Transformation.	2	K2	CO5
10.	Summarize recent trends in Digital Marketing.	2	K2	CO5

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11.	a) Examine the essential components of a Digital Marketing Strategy. (OR)	13	K1	CO1
	b) Discuss the process of planning and creating digital content for brand websites.	13	K1	CO1
12.	a) Apply SEO success factors to design an effective optimization plan for a new business website. (OR)	13	K2	CO2
	b) Analyze how Search Engine Marketing (SEM) and PPC advertising improve online visibility.	13	K2	CO2
13.	a) Demonstrate how Email automation enhances lead generation. (OR)	13	K3	CO3
	b) Evaluate the effectiveness of Mobile SMS campaigns in customer engagement.	13	K3	CO3
14.	a) Analyze the impact of social media campaigns in creating customer loyalty. (OR)	13	K4	CO4
	b) Assess how influencer marketing contributes to brand promotion.	13	K4	CO4
15.	a) Evaluate the role of Web Analytics in improving digital strategies. (OR)	13	K4	CO5
	b) Justify the importance of digital transformation in shaping marketing decisions.	13	K4	CO5

PART – C

(1 x 15 = 15 Marks)

Q.No.	Questions	Marks	KL	CO
16.	a) Create a comprehensive digital marketing plan for a start-up company using SEO, SEM, Social Media, and Mobile Marketing. (OR)	15	K4	CO5
	b) Develop a case study analysis on how analytics reshape digital marketing strategies for an e-commerce firm.	15	K4	CO5