

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E04002

Course Code: 25UEDM21

UG Degree - End Semester Examinations, April 2026

Second Semester

B.B.A DIGITAL MARKETING

Introduction to Digital Marketing

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

CO:1 1. Digital marketing primarily uses_____.

- K:2
- (a) Print media (b) Digital channels and internet
(c) Door-to-door marketing (d) Telemarketing

CO:1 2. Which one of the following is a limitation of digital marketing?

- K:2
- (a) Global reach (b) Real-time tracking
(c) Data privacy concerns (d) Cost effectiveness

CO:2 3. Web hosting refers to _____.

- K:2
- (a) Designing a website (b) Registering a domain
(c) Writing blog content (d) Storing website files on a server

CO:2 4. On-page SEO includes _____.

- K:2
- (a) Meta tags and keyword optimization (b) Backlinks
(c) Guest blogging (d) Social shares

CO:3 5. LinkedIn is primarily used for _____.

- K:2
- (a) Professional networking (b) Entertainment
(c) Gaming (d) Shopping

- CO:3 6. Creating a social media calendar mainly helps in:
K:2 (a) Random posting (b) Planned and consistent content scheduling
(c) Avoiding engagement (d) Deleting followers
- CO:4 7. SEM stands for_____
K:2 (a) Search Engine Management (b) Social Engine Marketing
(c) Search Engine Marketing (d) Sales Engine Model
- CO:4 8. Showing ads to users who added items to cart but did not
K:2 purchase is an example of _____.
(a) Prospecting (b) Retargeting
(c) Cold calling (d) Content marketing
- CO:5 9. CTR stands for _____.
K:2 (a) Customer Traffic Rate (b) Click Through Rate
(c) Conversion Tracking Report (d) Cost To Revenue
- CO:5 10. Influencer marketing is more suitable for _____.
K:2 (a) Server hosting (b) Domain registration
(c) Internal auditing (d) Increasing brand trust and awareness

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

CO:1 11. (a) Explain the evolution of digital marketing.

K:3

(OR)

(b) Describe how email marketing helps in customer relationship management.

CO:2 12. (a) Explain the importance of UI and UX in website development.

K: 3

(OR)

(b) Differentiate between on-page and off-page SEO techniques.

CO:3 13. (a) Differentiate between organic and paid social media
K:3 promotions.

(OR)

(b) Analyze the advantages and challenges of paid social media advertising.

CO:4 14. (a) Describe different types of online advertisements

K: 4

(OR)

(b) Differentiate between SEO and SEM

CO:5 15. (a) Explain the basics of digital analytics and the role of Google
K:4 Analytics.

(OR)

(b) Discuss how voice search is changing SEO strategies.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Explain the major digital marketing channels such as search,
K:3 display, email, social media and mobile marketing.

(OR)

(b) Evaluate the effectiveness of digital marketing over traditional marketing in the modern business environment.

CO:2 17. (a) Assess the effectiveness of content marketing strategies.

K:4

(OR)

(b) Develop a content marketing plan for a new business including blogging, video content and SEO strategy.

CO:3 18. (a) Evaluate the effectiveness of organic versus paid
K:4 promotions in achieving marketing objectives.

(OR)

(b) Discuss the role of social media calendars in maintaining brand consistency and engagement.

CO:4 19. (a) Evaluate the effectiveness of different budgeting and bid
K:4 strategies in digital advertising campaigns.

(OR)

(b) Analyze various targeting and retargeting strategies used in online advertising.

CO:5 20. (a) Evaluate the effectiveness of AI-driven marketing compared to traditional digital strategies.
K:5

(OR)

(b) Analyze emerging digital marketing trends such as AI, voice search and influencer marketing.