

Time: 3 Hours

Max Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Recall the basic concepts and terms related to Digital marketing, like SEO, display advertising, search advertising, social media marketing web analytics etc..
CO2	Describe concepts delivered at the remembrance level and their relationship to digital marketing strategic campaign planning process.
CO3	Apply learnings and concepts in real life scenarios with the help of short cases and application exercises.
CO4	Examine real life marketing problems and opportunities encountered by digital marketing managers using data and facts relevant to making effective marketing decisions.
CO5	Assess the impact of their decisions made in implementation context and their implications on meeting the long term and short-term objectives of the firm.
CO6	Generate innovative ideas in the domain of digital marketing as relevant in the context of strategic marketing environment.

BL – Bloom’s Taxonomy:(L1- Remember , L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A*(Answer ALL questions. Each question carries 2 marks)*

Q No.	Questions	Marks	BL	CO
1	Define a push and pull mode of digital marketing tactic.	2	1	1
2	What is CTR, CPC and CPA?	2	2	2
3	Distinguish between online and offline marketing.	2	2	1
4	Identify a situation when A/B testing is applied in a digital marketing campaign.	2	2	3
5	State the purpose of developing consumer personas in a digital marketing campaign	2	2	3

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	Describe the strategic uses of social media.	4	3	1
7	Plan an online display advertising campaign for a leading brand of diamond jewelry in India.	4	3	4
8	Explain how analytics work in digital marketing	4	3	2
9	Outline how an online grocery store can set up and run a search advertising campaign.	4	4	3
10	Develop a digital marketing strategy for an online fashion retailer on the basis of P-O-E-M framework.	4	4	4
11	Suggest an SEO strategy for an e-commerce website in India.	4	4	4
12	Briefly classify social media into different types with examples.	4	4	4

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO
13	Develop in detail a social media marketing plan for Kerala government's "No to drugs" campaign..	10	5	5
14	Imagine you are the digital marketing head of a new online food takeaway/delivery app launching in the Indian market. How would you go about developing a digital marketing campaign using display advertising and YouTube advertising to promote the launch of your product?	10	5	5
15	Elaborate on the social media advertising options in Facebook, twitter, Instagram, and LinkedIn and differentiate them based on their applications.	10	5	5

(2x10=20 marks)

