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MBA (FT III & PT V) END SEMESTER EXAMINATION: FEBRUARY, 2022
20-371-0308/16-372-0508 : Digital Marketing
(Regular)

Time: 3 Hours

Max. Marks: 50

Part A

(Answer ALL Questions. Each Question carries 2 marks)

1. What is KPI in a digital marketing campaign?
2. What is A/B testing?
3. What is CTR and conversion rate?
4. What is affiliate marketing?
5. What is Remarketing?

(5 x 2 = 10)

Part B

(Answer any FIVE Question. Each Question carries 4 marks)

6. List online and offline SEO practices.
7. How can one apply UX design principles in creating websites and mobile apps?
8. Explain conversion optimisation applied in Email, search and display advertising.
9. What is the relevance of the concept of marketing funnel in setting up a digital marketing campaign?
10. What are the strategic uses of social media?
11. How are the relevant metrics grouped in the Google analytics dashboard?
12. When producing video content for digital marketing, what key points need to keep in mind?

(5 x 4 = 20)

Part C

(Answer any TWO Questions. Each Question carries 10 marks)

13. What are the different ways of delivering and targeting display advertising? Outline the steps and strategies in designing a display advertising campaign for a mega sporting event like IPL.
14. Give an overview of social media advertising options in Facebook, twitter, Instagram, and LinkedIn and differentiate them based on their applications.
15. Explain how to plan, set up and run your own search advertising campaign.

(2 x 10 = 20)