

# B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

## September / October 2023 Supplementary Examinations

**Programme: B.E.**

**Branch: Institutional Elective**

**Course Code: 20ME6OEDGM**

**Course: Digital Marketing**

**Semester: VI**

**Duration: 3 hrs.**

**Max Marks: 100**

**Date: 25.09.2023**

**Instructions:** 1. Answer any FIVE full questions, choosing one full question from each unit.  
2. Missing data, if any, may be suitably assumed.

### UNIT - I

- 1 a) What is marketing mix? Discuss its components. **10**
- b) Case study: **10**  
A new airline wishes to add value to the service category and differentiate itself from competitors; whether their product is a domestic or international service; whether its target market would be budget travellers or international and business travellers; and whether the channel would be through primary airports or smaller, more cost-effective airports. Each of these choices will result in a vastly different strategic direction. As a consultant to this company, how would you conduct a situational analysis to suggest a successful marketing strategy?

### UNIT - II

- 2 a) Discuss the Core principles of UX design. **10**
- b) Which is more important in web design – functionality or look and feel? Discuss with an example. **03**
- c) What are the steps needed within your organisation to implement a CRM strategy? Discuss. **07**

### OR

- 3 a) Discuss various aspects related to web design. **10**
- b) Write short notes on link popularity and understanding customers. **10**

### UNIT - III

- 4 a) Do you agree that 'Search Ads' are promising tool for the growth of small businesses? Explain the elements of a Search Ad. **10**
- b) Discuss the building blocks of affiliate marketing. **10**

**Important Note:** Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

**OR**

- |   |   |           |
|---|---|-----------|
| 5 | a) Why do links send signals of trust to search engines?              | <b>03</b> |
|   | b) Explain how you would start building your key phrase list for SEO. | <b>10</b> |
|   | c) What are different Payment models for display advertising? Explain | <b>07</b> |

**UNIT - IV**

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|---|--|-----------|
| 6 | a) Differentiate between Traditional Vs Social Media.  | <b>10</b> |
|   | b) Creating a social media strategy requires a careful planning, and a strong foundation. Elaborate the method to approach social media strategically. | <b>10</b> |

**UNIT - V**

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|---|---|-----------|
| 7 | a) Discuss tracking, collecting and analyzing data.   | <b>10</b> |
|   | b) Case study:  | <b>10</b> |
|   | <p>Quirk Education is a specialist online educator that offers digital marketing courses to students around the world. The target audience includes current and aspiring digital marketers in all industries, as well as business people and professionals in related fields such as PR, creative industries and management. For Quirk Education, the most important conversion page is the course details page images. This is where visitors can sign up for a course or download a course info pack. It is the core of Quirk Education's online efforts.</p> <p>While conversions were coming in, Quirk Education needed to maximise their conversion rate to get as many course registrations as possible.</p> <p>(i) Analyze the role of course details page image that can bring difference to someone's online experience?</p> <p>(ii) Do you think designing test is important in this case? Justify your answer.</p> <p>(iii) Which designing test would you use in this case and how?</p> |           |

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