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

Autonomous Institute Affiliated to VTU

July 2023 Semester End Main Examinations

Programme: B.E.   **Semester: VI**
Branch: Institutional Elective   **Duration: 3 hrs.**
Course Code: 20ME6OEDGM   **Max Marks: 100**
Course: Digital Marketing   **Date: 07.07.2023**

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

				CO	PO	Marks
			UNIT - I	*CO*	*PO*	**Marks**
1	a)		A startup company wants to enhance its brand image and sales. Discuss the role of building blocks of marketing strategy and its impact on the brand image and sales.	*CO1*	*PO1*	**10**
	b)		By considering a popular sportswear brand, craft a digital marketing strategy to enhance its customer base and reach.	*CO1*	*PO1*	**10**
			UNIT - II			
2	a)		Discuss the core principles of UX design.	*CO4*	*PO1*	**10**
	b)		Discuss the step-by-step guide to UX design.	*CO4*	*PO1*	**10**
			OR			
3	a)		Discuss the Step-by-step guide to implementing a CRM strategy.	*CO1*	*PO1*	**10**
	b)		Discuss "User insights" w.r.t Search engine optimisation.	*CO4*	*PO1*	**10**
			UNIT - III			
4	a)		Discuss video promotion w.r.t video marketing.	*CO2*	*PO1*	**10**
	b)		Discuss the building blocks of affiliate marketing.	*CO1*	*PO1*	**10**
			OR			
5	a)		Describe the elements of a search ad.	*CO3*	*PO1*	**10**
	b)		Discuss content creation and content channel distribution w.r.t content marketing	*CO2*	*PO1*	**10**
			UNIT - IV			
6			Company X is a small local business that wants to expand its customer base. How can social media platforms be utilized to reach a wider audience and increase brand visibility? Provide specific strategies and examples.	*CO3*	*PO1*	**20**

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.

			UNIT - V			
7	a)		Define the following; i) Heat map ii) KPI iii) Segmentation iv) Multivariate test v) Count	*CO2*	*PO1*	**05**

	b)		Discuss the following w.r.t data analytics;
			    i) Tracking & collecting data
			    ii) Analysing data
				CO2	*PO1*	**10**
						
						05

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