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

Autonomous Institute Affiliated to VTU

## June 2025 Semester End Main Examinations

**Programme: B.E.**

**Semester: VI**

**Branch: Institutional Elective**

**Duration: 3 hrs.**

**Course Code: 24ME6OEDGM**

**Max Marks: 100**

**Course: Digital Marketing**

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

			<b>UNIT - I</b>			<b>CO</b>	<b>PO</b>	<b>Marks</b>
<b>Important Note:</b> Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.	1	a)	Elaborate on the concept of digital marketing and highlight the distinctions between digital marketing and traditional marketing practices?					
		b)	Describe the sequential steps one should take to build a comprehensive Digital Marketing Strategy.			<i>CO1</i>	<i>PO1</i>	<b>10</b>
<b>OR</b>								
	2	a)	When formulating Digital Marketing goals, what are the four essential perspectives to consider? Please provide details for each.			<i>CO2</i>	<i>PO3</i>	<b>10</b>
		b)	Outline and explain the core components that a marketing strategy is built upon.			<i>CO1</i>	<i>PO2</i>	<b>10</b>
<b>UNIT - II</b>								
	3	a)	Analyze the fundamental principles that govern the creation of positive and effective User Experiences (UX) design.			<i>CO5</i>	<i>PO2</i>	<b>10</b>
		b)	Evaluate the merits and limitations of integrating a user centered UX design approach into product development and service delivery.			<i>CO3</i>	<i>PO2</i>	<b>10</b>
<b>OR</b>								
	4	a)	Outline the essential activities involved in constructing a website and identify three critical choices that significantly impact its functionality and User Experience.			<i>CO2</i>	<i>PO1</i>	<b>10</b>
		b)	Explain the Step-by-step guide to build a website.			<i>CO1</i>	<i>PO1</i>	<b>10</b>
<b>UNIT - III</b>								
	5	a)	Explain the step-by-step guide to implementing a CRM strategy.			<i>CO1</i>	<i>PO1</i>	<b>10</b>

	b)	Critically evaluate the potential benefits and inherent challenges associated with implementing Search Engine Optimization (SEO) strategies, providing specific examples to illustrate your points.	CO2	PO2	<b>10</b>
		<b>OR</b>			
6	a)	List and explain the Strategic building blocks of Content Marketing.	CO3	PO1	<b>10</b>
	b)	Explain the step-by-step process for Video Production.	CO3	PO1	<b>10</b>
		<b>UNIT - IV</b>			
7	a)	Critically evaluate the potential benefits and inherent challenges associated with implementing email marketing strategies, providing specific examples to illustrate your points.	CO2	PO3	<b>10</b>
	b)	How can businesses effectively integrate mobile strategies into their overall online marketing efforts? Provide specific examples to illustrate your points	CO2	PO2	<b>10</b>
		<b>OR</b>			
8	a)	Explain the step-by-step guide to create a Social Media Strategy.	CO1	PO1	<b>10</b>
	b)	Enumerate step-by-step outline for how a brand can recover its online reputation after an attack?	CO1	PO1	<b>10</b>
		<b>UNIT - V</b>			
9	a)	Outline the advantages and disadvantages of using data analytics.	CO1	PO1	<b>10</b>
	b)	What considerations go into the design of a test? Explain.	CO1	PO1	<b>10</b>
		<b>OR</b>			
10	a)	Explain the distinction between a goal and a KPI.	CO1	PO1	<b>10</b>
	b)	Describe the step-by-step process for optimizing conversion rates.	CO1	PO1	<b>10</b>

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