

U.S.N.

**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>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.			<b>UNIT - I</b>	<b>CO</b>	<b>PO</b>	<b>Marks</b>
	1	a)	Elaborate on the concept of digital marketing and highlight the distinctions between digital marketing and traditional marketing practices?	CO1	PO1	10
		b)	Describe the sequential steps one should take to build a comprehensive Digital Marketing Strategy.	CO1	PO1	10
			<b>OR</b>			
	2	a)	When formulating Digital Marketing goals, what are the four essential perspectives to consider? Please provide details for each.	CO2	PO3	10
		b)	Outline and explain the core components that a marketing strategy is built upon.	CO1	PO2	10
			<b>UNIT - II</b>			
	3	a)	Analyze the fundamental principles that govern the creation of positive and effective User Experiences (UX) design.	CO5	PO2	10
		b)	Evaluate the merits and limitations of integrating a user centered UX design approach into product development and service delivery.	CO3	PO2	10
			<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.	CO2	PO1	10
		b)	Explain the Step-by-step guide to build a website.	CO1	PO1	10
			<b>UNIT - III</b>			
	5	a)	Explain the step-by-step guide to implementing a CRM strategy.	CO1	PO1	10

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

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