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

Autonomous Institute Affiliated to VTU

## January / February 2025 Semester End Main Examinations

Programme: B.E.

Branch: Mechanical Engineering

Course Code: 22ME7PEDGM

Course: Digital Marketing

Semester : VII

Duration: 3 hrs.

Max Marks: 100

**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)	Discuss the customer needs in marketing.	CO1	PO1	06
		b)	What is marketing place? Discuss with suitable examples	CO1	PO1	08
		c)	Define digital marketing. Describe the role of internet in digital marketing	CO1	PO1	06
			<b>OR</b>			
	2	a)	Describe the marketing process with suitable examples	CO1	PO1	06
		b)	Explain the concept of market research with suitable example	CO1	PO1	08
		c)	What is content marketing strategy give suitable examples.	CO1	PO1	06
			<b>UNIT - II</b>			
	3	a)	Explain User experience design with suitable examples	CO2	PO1	10
		b)	Explain step by step guide to build the website	CO2	PO1	10
			<b>OR</b>			
	4	a)	Explain the concept of mobile web development with suitable example.	CO2	PO1	10
		b)	Explain the role of web design in digital marketing	CO2	PO1	10
			<b>UNIT - III</b>			
	5	a)	Discuss the benefits of CRM model.	CO3	PO1	10
		b)	Explain benefits and challenges faced in SEO.	CO3	PO1	10
			<b>OR</b>			
	6	a)	Discuss Affiliate marketing impact in digital marketing	CO4	PO1	08

	b)	List the advantages and challenges faced in content marketing	CO4	PO1	06
	c)	Explain video content marketing strategy used in digital marketing	CO4	PO1	06
		<b>UNIT - IV</b>			
7	a)	Explain email marketing strategy planning and execution	CO4	PO1	10
	b)	Discuss the role of mobile marketing in digital marketing also discuss advantages and challenges.	CO4	PO1	10
		<b>OR</b>			
8	a)	Differentiate between traditional media and social media	CO4	PO1	10
	b)	Explain social media risks and challenges in digital marketing	CO4	PO1	10
		<b>UNIT - V</b>			
9	a)	Explain how data tracking helps in digital marketing	CO5	PO1	10
	b)	Explain the concept of conversion optimization	CO5	PO1	10
		<b>OR</b>			
10	a)	List out advantages and challenges in data analytics	CO5	PO1	10
	b)	Explain step by step process of conversion optimization process	CO5	PO1	10

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