

TC231790D

Reg. No.....

Name.....

DIPLOMA EXAMINATION, NOVEMBER 2023
(2023 Admission Regular)
SEMESTER I – GENERAL COURSE (DIGITAL MARKETING)
VDM1G02D23 - INTRODUCTION TO DIGITAL MARKETING

Time: 3 Hours

Maximum Marks: 60

PART A

I. Answer all the questions.. Each question carries 1 mark

A Choose the correct answer from the bracket

1. Expansion of HTTP
(Hyperlink Text Transfer Protocol, Hypertext Transfer Protocol, Hyper Transfer Text Protocol, HyperText Transfer Proxy)
2. In Digital Marketing the acronym CTR stands for
(Critical Timing Ration, Click Through Rate, Click Through Revenue, Cost To Recall)
3. Which of the following is the correct depiction of Digital Marketing
(E- Mail Marketing, Social Media Marketing, Web Marketing, All of the above)
4. Which of the following formulas is used by Pay-Per-Click?
(Ads Clicked (#) / Advertising Cost (\$), Advertising Cost (\$) + Ads Clicked (#), Advertising Cost (\$) / Ads Clicked (#), Ads Clicked (#) * Advertising Cost (\$))
5. What is the full form of SMO?
(Social Media Optimal, Search Media Optimal, Search Media Optimization, Social Media Optimization)

B. Match the following question

6. Paid Advertising	Blog Post,Coupons,webinar
7. Lead Generation	PPC,Google Ads,Search ads
8. EMail Marketing	Display ads
9. Interactive Ads	Newsletter
10. Print ads, Mail Advertisement	Traditional Marketing

C. Answer the Following statements as True or False

11. Marketing means “Selling or Advertising”
12. Making goods or performing services is called Marketing
13. Marketing plays an essential role in creating customer satisfaction



14. The universal functions of marketing consist only of buying, selling, transporting, and storing
15. A good or service that doesn't meet a consumer's need results in low customer value

D Write the following answer in one word

16. List out some of the useful Online Marketing tools
17. Write few examples of Lead Generation
18. What are the types of Plagiarism
19. What is Bidding? Explain types of Bidding
20. What is a Search Engine? Write few examples

(20x1=20)

PART B

II. Answer any five questions. Each question carries 2 marks

21. What is Trademark Bidding?
22. What is Referral Marketing?
23. What is Google Webmaster Tool?
24. Define URL
25. What is Website Design?
26. What is Outbound Tracking Link?
27. What is Local Marketing?



(5x2=10)

PART C

III. Answer any four questions. Each question carries 5 marks

28. Define Blog. What are the advantages of Blogging? How to start Blogging?
29. What is Display and Video Advertising? Difference between Display Advertising & Video Advertising. Write few example each of them
30. What is SEO? Explain its types
31. What is Affiliate Marketing? Explain its concept
32. Explain Google Adwords. Types of Google ads campaigns
33. What is Lead Generation? Different types of Leads

(4x5=20)

PART D

IV. Answer any one question it carries 10 marks

34. What are the key factors to consider so that you end up with a website builder you love?
35. What is Digital Marketing? Explain its advantages. Scope of Digital Marketing in the present industry

(1x10=10)