

TC241790D

Reg. No.....

Name.....

**DIPLOMA EXAMINATION, NOVEMBER 2024**  
**(2024 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. In Digital Marketing the acronym CTR stands for  
(Critical Timing Ratio, Click Through Rate, Click Through Revenue, Cost To Recall)
2. Which of the following formula is used by Pay-Per-Click?  
(Ads Clicked (#) / Advertising Cost (\$), Advertising Cost (\$) + Ads Clicked (#), Advertising Cost (\$) / Ads Clicked (#), Ads Clicked (#) \* Advertising Cost (\$))
3. Expansion of HTTP  
(Hyperlink Text Transfer Protocol, Hypertext Transfer Protocol, Hyper Transfer Text Protocol, HyperText Transfer Proxy)
4. An affiliate is paid for each new leads or sale they generate  
(Pay Per Action, Pay Per Impression, Cost Per Lead, Pay Per Sale)
5. Sending promotional messages to a targeted list of subscribers  
(Contextual Ads, Social Media Ads, Email Marketing, Content Marketing)

**B. Match the following question**

|                       |                            |
|-----------------------|----------------------------|
| 6. Print ads, Mail Ad | Traditional Marketing      |
| 7. Interactive Ads    | Newsletter                 |
| 8. Email Marketing    | Display Ads                |
| 9. Lead Generation    | PPC,Google Ads,Search Ads  |
| 10. Paid Ads          | Blog Post, Coupons,Webinar |

**C. Answer the Following statements as True or False**

11. To allow users to access and interact with website on the internet called Search Engine
12. Infographics are digital audio or video file that listeners can stream or download
13. If you bid high , you will definitely get higher ad position

14. A good or service that doesn't meet a consumer's need results in low customer value
15. To promote products and services an affiliate offers a Link and ID to its affiliates

**D Write the following answer in one word**

16. What is a Product Feed ?
17. What is Google Search Console ?
18. What are Landing Pages ?
19. What is Google Mapping ?
20. What are Shopping Ads ?

**(20x1=20)**

**PART B**

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

21. What is the difference between Attraction Content and Action Content ?
22. What is Trademark Bidding ?
23. What is a URL?
24. What are the types of ads on the search network ?
25. What are Plugins ?
26. What is CPC ? How to calculate CPC
27. What is the difference between Affiliate Marketing and Referral Marketing ? Give examples

**(5x2=10)**

**PART C**

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

28. What is the difference between Display advertising and Video advertising ?
29. What is a Keyword ? What is Keyword Research ? Write 15 Long tail ,15 Short tail keywords about "Digital Marketing"
30. What is a Blog ? What are the advantages of Blogging ? How to start Blogging ?
31. What is the difference between Content writing and Copywriting ?
32. What are Cookies, Explain Cookie Stuffing
33. What is Bid ? Explain its types

**(4x5=20)**

**PART D**

**IV. Answer any one question it carries 10 marks**

34. What is Digital Marketing ? Explain its advantages and scope
35. What are the most effective ways to increase traffic to your website ?

**(1x10=10)**