

TB245843D

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024

2022 ADMISSIONS REGULAR

B.VOC A.M.S SEMESTER V - SKILL

VAM5S09TB22 - Digital Marketing – Strategy and Campaigns

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Mention the purpose of analytics in digital marketing
2. Define Customer Profile
3. Define Digital Marketing Campaign
4. Mention the types of SEO
5. What role does content play in SEO?
6. Illustrate PPC
7. Mention Timeline
8. What should be monitored to ensure the progress of a digital marketing campaign?
9. Significance of scheduling in digital marketing campaigns
10. How can campaign budgets be set up according to the plan?
11. Explain Target Audience
12. What information should be included in an accident report to ensure it is accurate?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Write a note on Digital Marketing Channels.
14. Discuss the importance of researching key competitors in the market.
15. Identify various digital marketing objectives.
16. Explain the benefits of setting goals for digital marketing campaigns.
17. Explain two types of ad copy to consider when creating a marketing campaign.
18. Crafting an effective timeline is a critical step in ensuring the success of your digital marketing campaign.
Elucidate
19. Differentiate between home page and landing page
20. Ensure that your digital marketing campaigns are executed on time. Elucidate.
21. Discuss the proposed timeline for launching each digital marketing campaign, and how does it align with resource availability?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Examine the significance of establishing clear, specific, and measurable goals for each digital marketing campaign
23. Discuss the importance of establishing a consistent frequency for performance reports within digital marketing initiatives
24. Discuss the process of prioritizing digital marketing campaigns based on expected ROI.
25. Explain the key requirements for planning successful digital marketing campaigns.