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| QP CODE: D4BCS2402                                                                         | (Pages: 2)        | Reg. No : ..... |
|                                                                                            |                   | Name : .....    |
| Fourth Semester B.Sc (FYUGP) Degree Examinations April 2026                                |                   |                 |
| Skill Enhancement Courses (SEC)                                                            |                   |                 |
| CSC4FS112 : Introduction to Digital Marketing                                              |                   |                 |
| (Credits: 3)                                                                               |                   |                 |
| Time: 1.5 Hours                                                                            | Maximum Marks: 50 |                 |
| Section A                                                                                  |                   |                 |
| Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)                   |                   |                 |
| 1. What is a digital marketing strategy?                                                   | BL2               | CO1             |
| 2. What are transactional emails?                                                          | BL1               | CO2             |
| 3. What are the challenges in SEO today?                                                   | BL1               | CO3             |
| 4. What is a social media strategy?                                                        | BL2               | CO2             |
| 5. Name two on-page SEO techniques.                                                        | BL1               | CO3             |
| 6. Mention the main tools of digital marketing.                                            | BL2               | CO1             |
| 7. What is a content calender?                                                             | BL2               | CO2             |
| 8. Comment on landing page.                                                                | BL2               | CO3             |
| 9. If your website has high traffic but a low conversion rate, what would you check first? | BL3               | CO4             |
| 10. What is online customer engagement?                                                    | BL2               | CO1             |
| Section B                                                                                  |                   |                 |
| Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)                   |                   |                 |
| 11. How can Quality Score be improved?                                                     | BL2               | CO3             |
| 12. Explain how content marketing supports customer engagement and retention.              | BL4               | CO2             |
| 13. Explain the importance of web analytics in digital marketing.                          | BL2               | CO4             |
| 14. How does email marketing help retain customers?                                        | BL2               | CO1             |
| (PTO)                                                                                      |                   |                 |

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| 15. Explain how keyword optimization improves search visibility.                                                                                           | BL2 | CO2 |
| <b>Section C</b>                                                                                                                                           |     |     |
| <b>Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)</b>                                                                                  |     |     |
| 16. Explain the emerging trends in digital marketing.                                                                                                      | BL2 | CO4 |
| 17. Explain the concept and importance of SEO in digital marketing.<br>How does it help businesses increase online visibility and attract organic traffic? | BL2 | CO3 |
| <b>CO : Course Outcome</b>                                                                                                                                 |     |     |
| <b>BL : Bloom's Taxonomy Levels</b> (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)                                       |     |     |