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Question Paper Code :214014

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Third Semester

BA4014- Digital Marketing

(Regulation: 2021)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define online market space.
2. Describe role of a website in brand promotion?
3. Define Search Engine Optimization (SEO).
4. Define by search engine ranking?
5. Write short note SMS campaigns.
6. What is meant by integration of email with social media?
7. Define social media marketing.
8. Explain buzz marketing?
9. Define AdWords.
10. Mention any two recent trends in digital marketing.

Part – B (5 x 13 = 65 marks)

11. a) Discuss the digital marketing strategy and its key components in detail.
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- b) Evaluate the importance of digital marketing components in achieving business success.
12. a) Explain in detail the On-Page and Off-Page SEO techniques with examples.

OR

OR

- b) i) Compare SEO and SEM with suitable examples.
- ii) Prepare a basic SEO strategy for a new website.

13. a) Explain the concept of E-mail marketing and its various types.

OR

- b) Discuss the concept of mobile marketing and its various channels.

14. a) Explain the concept of social media marketing and its importance in digital marketing.

OR

- b) Discuss strategies for building strong customer relationships through social media.

15. a) Explain the concept of digital transformation and its impact on marketing.

OR

- b) Analyze the recent trends in digital marketing and their business implications.

PART C (1 X 15 = 15)

16. a) A retail company has been investing heavily in digital marketing through Google Ads, social media, email campaigns, and mobile apps. Although the company generates high website traffic, its sales conversion rate remains low. The management is unable to identify which marketing channel contributes most to conversions. They also lack proper analysis of customer behavior and campaign performance.

Recently, the company decided to adopt digital analytics and channel attribution models to improve decision-making and optimize marketing strategies.

- a) Analyze the issues faced by the company in measuring marketing effectiveness.
b) Explain how channel attribution models can help the company identify high-performing channels.
c) Suggest suitable web analytics tools and techniques to track user behavior and campaign performance.

OR

- b) Choose a comprehensive digital marketing strategy based on analytics for a company of your choice.