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| **University of Kerala** | | |
| Discipline: Computer Application |  | Time: 1 Hour (60 Mins) |
| Course Code: UK1MDCCAP103 |  | Total Marks: 28 |
| Course Title: DIGITAL MARKETING |  |  |
| Type of Course: MDC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 3, Theory: 2 Credit, Practical: 1 Credit |  |  |

Part A. 4 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1. | SEO stands for \_\_\_\_\_\_\_\_\_\_ | Remember | CO1 |
| 2. | Expand PPC. | Remember | CO1 |
| 3. | Name any two devices used for E- Banking. | Remember | CO2 |
| 4. | List any two social media platforms. | Remember | CO2 |

Part B.

8 Marks. Time: 15 Minutes

Short Answer. 2 Marks Each.

Answer All Questions

(Cognitive Level: Understand/Apply)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 5. | What is digital marketing? Explain its importance. | Understand | CO 1 |
| 6. | List any two drawbacks of e-banking. | Understand | CO 2 |
| 7. | List any two differences between micro and macro digital marketing environment. | Understand | CO 1 |
| 8. | Discuss on encryption and its significance in online transactions. | Understand | CO 2 |

Part C.

16 Marks. Time: 40 Minutes

Long Answer. 4 Marks Each.

Answer all 4 Questions, choosing among options within each question.

(Cognitive Level: Apply/Analyze/Evaluate/Create).

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 9. | a)How can a company optimize its website for search engines (SEO) to improve its ranking on Google?  (OR)  b)Illustrate the importance of mobile marketing. Identify its drawbacks compared to other marketing techniques. | Apply | CO4 |
| 10. | a)Discuss the importance of digital marketing and elaborate its application in today's era  (OR)  b)Discuss on the following marketing concepts   1. Content Marketing 2. E-mail marketing 3. Influential marketing | Understand | CO4 |
| 11. | a)Explain the concept of pay-per-click (PPC) advertising in search engine marketing.  (OR)  b)Discuss on the future enhancement of digital marketing. | Understand | CO2 |
| 12. | a)Compare and contrast secret key cryptography and public key cryptography.  (OR)  b)Discuss in detail any three electronic payment systems. | Understand | CO4 |