**D 130677**                    (**Pages : 2**)              Name...........................................

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## FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025

Data Science and Analytic

GEC 5DS 03—INTRODUCTION TO DIGITAL MARKETING

(2021 Admissions)

Time : Two Hours                                            Maximum : 60 Marks

### Section A (Short Answer Type Questions)

*Answer* **all** *questions.*
*Each correct answer carries a maximum of 2 marks.*
*Ceiling* 20 *marks.*

1. What role does a Digital Marketing Manager play ?

2. What are the main functions of a Digital Marketing Manager ?

3. How does a Digital Marketing Manager impact workplace health and safety ?

4. Which platforms are available for website creation ?

5. What is the function of a search engine ?

6. Can you introduce Google as a search engine ?

7. What is the significance of Lead Management in Digital Marketing ?

8. Explain the purpose of Web-to-Lead forms in Digital Marketing.

9. Define Web-to-Case forms and their role in Lead Management.

10. What does Local Marketing primarily target ?

11. What is the main purpose of Google AdWords Campaign Management ?

12. What does PPC stand for in PPC Advertising ?

**Turn over**

## Section B (Short Essay Type Questions)

*Answer **all** questions.*
*Each correct answer carries a maximum of 5 marks.*
*Ceiling 30 marks.*

13. What are the main digital marketing platforms and their significance in the online sphere ?

14. How do Organic and Paid Digital Marketing strategies differ, and what are their respective benefits ?

15. How do search engines like Google, Bing, and Yahoo influence online visibility and user engagement ?

16. Explain the significance of Google Webmaster Tools in website management and optimization, outlining its key functionalities and benefits.

17. How do social media platforms contribute to lead generation in digital marketing ?

18. Discuss the significance of Content Writing in digital marketing and its impact on engaging and retaining an online audience.

19. Explain the importance of Copywriting and Blogging in marketing-created content online, highlighting their distinct contributions to content strategy and audience engagement.

## Section C (Essay Type Questions)

*Answer any **one** question, the correct answer carries 10 marks.*

20. Explain the significance and relevance of Digital Marketing in today's business landscape, highlighting its advantages over traditional marketing methods.

21. Elaborate on the importance of inbuilt tools like IP Tracker, CPC reduction for paid ads, and Group posting on Social Media platforms in optimizing digital marketing strategies, highlighting their specific functionalities and benefits.

(1 × 10 = 10 marks)