

QP Code: D145137		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER B.VOC (CUFYVP) REGULAR EXAMINATION APRIL 2026			
DATA SCIENCE AND ANALYTICS			
DSA2FM106 Digital Marketing			
2025 Admission			
Maximum Time :1.5 Hours			Maximum Marks :50
Section A			
All Question can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)			
1	Define digital marketing		
2	Define customer value journey		
3	What is targeting?		
4	Define content marketing		
5	What is CTA (Call-To-Action) ?		
6	Define search engine		
7	Define domain authority		
8	Explain retargeting		
9	Define web analytics		
10	Explain A/B testing		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)			
11	Compare digital and traditional marketing		
12	Explain steps in content strategy development		
13	Discuss keyword research process		
14	Explain Google Ads campaign structure		
15	Explain conversion rate optimization techniques		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
16	Develop a digital marketing strategy for a business		
17	Discuss emerging trends like AI and automation		