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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

COMPUTER SCIENCE

CSC5FS112 – INTRODUCTION TO DIGITAL MARKETING

2024 Admission onwards

Maximum Time: 1.5 Hours | **Maximum Marks: 50**

Section A

All Questions can be answered. Each Question carries 2 marks (Ceiling: 16 Marks)

1	Define digital marketing.
2	Mention any two advantages of digital marketing for businesses.
3	What is a digital marketing channel? Give two examples.
4	Define content marketing.
5	What is keyword optimization in social media marketing?
6	What is SEO?
7	What is PPC advertising?
8	Define Search Engine Marketing.
9	Mention any two important web analytics metrics.
10	What is conversion tracking?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 24 Marks)

11	Explain the importance of digital marketing for modern businesses.
12	Describe the major steps involved in developing a content strategy.
13	Explain the major on-page and off-page SEO techniques.
14	Explain the advantages and limitations of PPC advertising in digital marketing.
15	Explain how web analytics can support data-driven marketing decisions.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

16	Explain the key components of a digital marketing strategy and the integration of SEO, social media and email marketing.
17	Discuss social media marketing, focusing on strategy, community management, content creation and advertising.