

Reg. No.:



Name:

University of Kerala

U9289

Second Semester FYUGP Degree Examination, April 2025

Multi-Disciplinary course

COMPUTER SCIENCE

UK2MDCCSC100 - Digital Marketing

Academic Level: 100-199

Time: 1 Hour

Max. Marks: 28

Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Define digital marketing	RE	1
2	State the expansion of CRO	RE	4
3	Identify any two types of Mobile marketing .	UN	3
4	Mention any two E-Banking Services	UN	2

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Explain holistic digital marketing	UN	1
6	Distinguish between email marketing and mobile marketing	UN	3
7	Demonstrate how a user can make a payment using UPI on a smartphone	AP	2
8	Illustrate how digital marketing can help to promote a local business.	AP	4

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Demonstrate the following marketing concepts. a) Content Marketing b) E-mail marketing c) Influential marketing OR B) Illustrate the advantages of PPC advertising	AP	1, 4
10	A) Point out how web analytic affect digital marketing platform OR B) Point out the evolution of digital marketing	AN	4, 1
11	A) Classify the different concepts of digital marketing . OR B) Categorize the four key stages of the SEO process	EV	1, 3
12	A) Design a chat bot interaction flow to promote digital banking features like bill payments, fund transfers, and account monitoring.	CR	3, 3

Qn No.	Question	CL	CO
	OR B) Evaluate challenges of digital marketing		