SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF INFORMATION TECHNOLOGY

(Common to Computer Science And Engineering &Artificial Intelligence And Data Science)

QUESTION BANK

VII SEMESTER

PIT406 – Digital Marketing

Regulation – 2023

Academic Year 2026-2027 (Odd Semester)

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DEPARTMENT OF INFORMATION TECHNOLOGY

QUESTION BANK

SUBJECT : PIT406 - DIGITAL MARKETING
YEAR / SEM : IV Year / VII Sem

UNIT I - INTRODUCTION TO ONLINE MARKETING			
Online Marketing- Digital Marketing Strategy- Components - Opportunities for building Brand Website - Planning and Setup - Content Marketing.			
PART-A			
Q.No	**Questions**	**BT Level**	**Competence**
1	Define Online Marketing.	BTL1	Remembering
2	What is Digital Marketing?	BTL1	Remembering
3	List any four components of Digital Marketing.	BTL1	Remembering
4	Define Brand Building	BTL1	Remembering
5	Name some popular Digital Marketing tools.	BTL1	Remembering
6	How can you categorize Digital Marketing?	BTL2	Understanding
7	Why has Digital Marketing grown to be this huge compared to Offline Marketing?	BTL2	Understanding
8	List few disadvantages of Digital Marketing.	BTL1	Remembering
9	Outline any four opportunities for building a brand online.	BTL2	Understanding
10	Mention the importance of Digital Marketing Strategy.	BTL2	Understanding
11	Why is social media important for online marketing?	BTL2	Understanding
12	Differentiate between Direct Marketing and Branding.	BTL2	Understanding
13	What are the different types of Digital Marketing?	BTL1	Remembering
14	Outline the 8 steps of marketing plan.	BTL2	Understanding
15	Interpret with example why social media is important for online marketing.	BTL2	Understanding
16	Illustrate the need of Content Marketing.	BTL2	Understanding

17	Interpret the role of content marketing in digital marketing.	BTL2	Understanding
18	What are the most effective ways to increase traffic to your website?	BTL2	Understanding
19	Differentiate between Traditional Marketing and Online Marketing.	BTL2	Understanding
20	Recall the term SEO and SEM.	BTL1	Remembering
21	Tell the steps involved in website planning.	BTL1	Remembering
22	Why content quality is important in content marketing?	BTL2	Understanding
23	What are the four C's of Digital Marketing?	BTL1	Remembering
24	What do you mean by website planning?	BTL1	Remembering

PART – B (16 MARKS)

1	Explain the concept of Online Marketing and discuss its objectives, characteristics, advantages, disadvantages, and applications in modern business.	(16)	BTL4	Analyzing
2	A retail company wants to increase its online sales. Apply the various components of digital marketing to achieve the business objectives with suitable examples.	(16)	BTL3	Applying
3	Describe the concept of Digital Marketing Strategy. Explain the various stages involved in developing an effective digital marketing strategy with suitable examples	(16)	BTL2	Understanding
4	Explain the concept of Content marketing in detail. Develop a content marketing strategy to attract students and improve brand awareness.	(16)	BTL6	Creating
5	Identify Online market space. Briefly explain the characteristics and components of Market space.	(16)	BTL3	Applying
6	Examine the characteristics of Digital Marketing. Mention its advantages and disadvantages.	(16)	BTL4	Analyzing
7	Illustrate the complete process of website planning and creation of website design.	(16)	BTL4	Analyzing
8	Evaluate the concept of content marketing and explain the effectiveness of different types of content marketing in improving brand awareness, customer loyalty, and lead generation.	(16)	BTL5	Evaluating
9	Explain the effectiveness of different digital marketing components such as SEO, SEM, Social Media Marketing, Email Marketing, and Content Marketing in achieving business success	(16)	BTL3	Applying
10	Analyze the opportunities available for building a successful online brand. Explain the role of customer engagement, digital platforms, and content strategy in brand development.	(16)	BTL4	Analyzing
11	Construct an example of your choice to explain how Digital Marketing differ from traditional marketing?	(16)	BTL6	Creating

12	Explain ASCOR digital marketing framework with suitable diagram.	(16)	BTL5	Evaluating
13	Identify the applications and benefits of digital marketing.	(16)	BTL2	Understanding
14	Analyze the various components of Digital Marketing and explain how they collectively contribute to achieving organizational marketing objectives.	(16)	BTL4	Analyzing
15	A company is confused about selecting the best digital marketing strategy. Evaluate different digital marketing strategies and recommend the most suitable strategy for a medium-sized business with proper justification and examples.	(16)	BTL5	Evaluating
16	Formulate the factors to be considered while planning and setting up a business website. Explain how each factor influences website performance and customer satisfaction.	(16)	BTL6	Creating
17	Identify the opportunities for building a Brand Website.	(16)	BTL3	Applying

UNIT II - SEARCH ENGINE OPTIMISATION

Search Engine Optimisation - Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising - Display Advertisement.

PART-A

Q.No	Questions	BT Level	Competence
1	Define Search Engine Optimisation (SEO).	BTL1	Remembering
2	List the types of Search Engine Optimisation.	BTL1	Remembering
3	What is keyword strategy in marketing?	BTL1	Remembering
4	List the SEO success factors.	BTL1	Remembering
5	What is an On-Page SEO?	BTL1	Remembering
6	What is Off-Page SEO?	BTL1	Remembering
7	Differentiate between On-Page SEO and Off-Page SEO.	BTL2	Understanding
8	What is meant by Search Engine Marketing (SEM)?	BTL1	Remembering
9	Why is SEM better than SEO?	BTL2	Understanding
10	What are the limitations of SEM?	BTL1	Remembering
11	Differentiate between SEO and SEM.	BTL2	Understanding
12	List the pros and cons of SEO.	BTL1	Remembering
13	Define crawling.	BTL1	Remembering

14	Define indexing.		BTL1	Remembering
15	Define processing in a search engine.		BTL1	Remembering
16	Define calculating relevancy.		BTL1	Remembering
17	Define retrieving results.		BTL1	Remembering
18	How does a search engine work?		BTL2	Understanding
19	What are the three main functions of search engines?		BTL1	Remembering
20	What is PPC advertising?		BTL1	Remembering
21	List the components of PPC advertising.		BTL1	Remembering
22	What is display advertising?		BTL1	Remembering
23	Explain the importance of keywords in SEO.		BTL2	Understanding
24	Explain the significance of SEO success factors.		BTL2	Understanding
PART-B				
1	Explain Search Engine Optimization (SEO), its importance, and types of SEO.	(16)	BTL2	Understanding
2	Analyze the role of SEO in improving website visibility and search engine ranking.	(16)	BTL4	Analyzing
3	Explain keyword strategy and discuss the process of keyword research.	(16)	BTL2	Understanding
4	Apply keyword research techniques to formulate an effective keyword strategy for a business website.	(16)	BTL3	Applying
5	Explain SEO strategy and discuss the steps involved in developing an effective SEO strategy.	(16)	BTL2	Understanding
6	Evaluate the effectiveness of various SEO success factors in achieving higher search engine rankings.	(16)	BTL5	Evaluating
7	Explain the various On-Page SEO techniques used to improve website ranking.	(16)	BTL2	Understanding
8	Apply On-Page SEO techniques to improve the ranking and visibility of a website.	(16)	BTL3	Applying
9	Explain the different Off-Page SEO techniques and their significance in search engine optimization.	(16)	BTL2	Understanding
10	Compare and analyze On-Page SEO and Off-Page SEO techniques for improving website performance.	(16)	BTL4	Analyzing
11	Explain Search Engine Marketing (SEM) and discuss its components.	(16)	BTL2	Understanding
12	Evaluate whether a start-up should invest more in SEO or SEM to increase website traffic.	(16)	BTL5	Evaluating

13	Explain how a search engine works with the stages of crawling, indexing, processing, calculating relevancy, and retrieving results.	(16)	BTL2	Understanding
14	Analyze the three main functions of search engines and their significance in information retrieval.	(16)	BTL4	Analyzing
15	Explain Pay-Per-Click (PPC) advertising and discuss its components and advantages.	(16)	BTL2	Understanding
16	A company has a limited advertising budget. Evaluate whether PPC advertising or display advertising is a better choice.	(16)	BTL5	Evaluating
17	Compare and evaluate PPC advertising and display advertising with suitable examples.	(16)	BTL5	Evaluating

UNIT III - EMAIL MARKETING

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation – Integrating Email with social media and Mobile- Measuring and maximizing email campaign effectiveness.

Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting using Online Tools.

PART-A

Q.No	Questions	BT Level	Competence
1	Define Email Marketing	BTL1	Remembering
2	List the benefits of E-Mail Marketing.	BTL1	Remembering
3	List the types of E-Mail Marketing	BTL1	Remembering
4	What is promotional email	BTL1	Remembering
5	What is transactional email?	BTL1	Remembering
6	Define Email Automation.	BTL1	Remembering
7	State the advantages of Email Automation.	BTL2	Understanding
8	Define Lead Generation	BTL1	Remembering
9	Explain the importance of Lead Generation.	BTL2	Understanding
10	What is meant by integrating email with social media?	BTL2	Understanding
11	State the benefits of integrating email with social media.	BTL1	Remembering
12	What is mobile email marketing?	BTL1	Remembering
13	Define email campaign effectiveness.	BTL1	Remembering
14	List the metrics used to measure email campaign effectiveness.	BTL1	Remembering

15	Define Mobile Marketing.		BTL1	Remembering
16	List the mobile marketing channels.		BTL1	Remembering
17	Define location-based marketing.		BTL1	Remembering
18	Define context-based marketing.		BTL1	Remembering
19	What are mobile coupons and offers?		BTL1	Remembering
20	Define Mobile Apps in marketing.		BTL1	Remembering
21	What is Mobile Commerce (M-Commerce)?		BTL1	Remembering
22	Define SMS Campaigns.		BTL1	Remembering
23	Explain profiling in mobile marketing.		BTL2	Understanding
24	Explain targeting using online tools.		BTL2	Understanding
PART-B				
1	Explain E-Mail Marketing, its advantages, and applications in digital marketing.	(16)	BTL2	Understanding
2	Analyze the role of E-Mail Marketing in customer engagement and business growth.	(16)	BTL4	Analyzing
3	Explain the different types of E-Mail Marketing with suitable examples.	(16)	BTL2	Understanding
4	Apply Email Automation techniques to improve customer engagement in an organization.	(16)	BTL3	Applying
5	Explain Lead Generation and discuss various techniques for generating quality leads through email marketing.	(16)	BTL2	Understanding
6	Evaluate the effectiveness of Lead Generation strategies in email marketing.	(16)	BTL5	Evaluating
7	Explain the integration of email marketing with social media and mobile marketing.	(16)	BTL2	Understanding
8	Analyze the benefits and challenges of integrating email with social media and mobile platforms.	(16)	BTL4	Analyzing
9	Explain the methods used to measure and maximize email campaign effectiveness.	(16)	BTL2	Understanding
10	Evaluate different metrics used to measure the effectiveness of an email marketing campaign.	(16)	BTL5	Evaluating
11	Explain Mobile Marketing and discuss its various channels.	(16)	BTL2	Understanding
12	Analyze the role of location-based and context-based mobile marketing in improving customer engagement.	(16)	BTL4	Analyzing
13	Explain the significance of mobile coupons, offers, and mobile apps in digital marketing.	(16)	BTL2	Understanding

14	Apply Mobile Commerce (M-Commerce) and SMS campaigns to promote a business.	(16)	BTL3	Applying
15	Explain profiling and targeting using online tools in mobile marketing.	(16)	BTL2	Understanding
16	Evaluate the effectiveness of profiling and targeting techniques using online tools.	(16)	BTL5	Evaluating
17	Compare and evaluate different mobile marketing channels for promoting business products and services.	(16)	BTL5	Evaluating

UNIT IV – SOCIAL MEDIA MARKETING			
Social Media Marketing - Plans- Publishing Blogs-Microblogging- Engagement Marketing- Building Customer relationships – Location Marketing - Marketing plan.			
PART-A			
Q.No	**Questions**	**BT Level**	**Competence**
1	Define Social Media Marketing.	BTL1	Remembering
2	What is a social media marketing plan?	BTL1	Remembering
3	List the objectives of social media marketing.	BTL1	Remembering
4	What is a blog?	BTL1	Remembering
5	Define blogging.	BTL1	Remembering
6	What is microblogging?	BTL1	Remembering
7	Name any four popular social media platforms used for marketing.	BTL1	Remembering
8	What is engagement marketing?	BTL1	Remembering
9	Define customer relationships in social media marketing.	BTL1	Remembering
10	What is location marketing?	BTL1	Remembering
11	Define social media content.	BTL1	Remembering
12	What is a social media campaign?	BTL1	Remembering
13	Explain the importance of a social media marketing plan.	BTL2	Understanding
14	Differentiate blogging and microblogging.	BTL2	Understanding
15	Explain the role of blogs in digital marketing.	BTL2	Understanding
16	How does engagement marketing improve customer loyalty?	BTL2	Understanding
17	Explain the need for publishing blogs regularly.	BTL2	Understanding
18	Differentiate traditional marketing and social media marketing.	BTL2	Understanding

19	Explain how businesses build customer relationships through social media.	BTL2	Understanding
20	Describe the benefits of location-based marketing.	BTL2	Understanding
21	Explain the importance of customer engagement on social media.	BTL2	Understanding
22	Compare Facebook marketing and Instagram marketing.	BTL2	Understanding
23	Explain the key elements of a social media marketing plan.	BTL2	Understanding
24	Describe the role of analytics in social media marketing.	BTL2	Understanding

PART-B

1	Explain the concept of Social Media Marketing and analyze its objectives, advantages, challenges, and applications in digital marketing.	(16)	BTL4	Analyzing
2	Develop a comprehensive Social Media Marketing Plan for a new product launch, explaining each stage in detail.	(16)	BTL6	Creating
3	Apply the process of creating and implementing an effective Social Media Marketing Plan for a business with suitable examples.	(16)	BTL3	Applying
4	Analyze blogging as a digital marketing strategy. Discuss the steps involved in publishing blogs and best practices.	(16)	BTL4	Analyzing
5	Evaluate the importance of blogs in content marketing and their impact on customer engagement and SEO.	(16)	BTL5	Evaluating
6	Compare blogging and microblogging with suitable examples and recommend their use for different business scenarios.	(16)	BTL5	Evaluating
7	Apply various engagement marketing strategies to attract and retain customers through social media.	(16)	BTL3	Applying
8	Analyze how organizations build strong customer relationships through social media platforms with suitable examples.	(16)	BTL4	Analyzing
9	Evaluate the effectiveness of Location Marketing techniques and their business applications.	(16)	BTL5	Evaluating
10	Analyze the role of Facebook, Instagram, LinkedIn, X (Twitter), and YouTube in Social Media Marketing.	(16)	BTL4	Analyzing
11	Evaluate the key components of an effective social media marketing campaign with relevant examples.	(16)	BTL5	Evaluating
12	Design a social media content strategy and explain how campaign success can be measured using analytics.	(16)	BTL6	Creating
13	Analyze customer engagement metrics used to evaluate social media marketing performance.	(16)	BTL4	Analyzing
14	Evaluate influencer marketing as a part of social media marketing by discussing its advantages and limitations.	(16)	BTL5	Evaluating
15	Analyze the ethical issues and challenges involved in Social Media Marketing with suitable examples.	(16)	BTL4	Analyzing

16	Design a Social Media Marketing Plan for an educational institution to improve admissions and student engagement.	(16)	BTL6	Creating
17	Evaluate traditional marketing and social media marketing with respect to cost, reach, customer interaction, and effectiveness.	(16)	BTL5	Evaluating

UNIT V DIGITAL TRANSFORMATION			
Online Branding-Digital Ecosystem - Market Influence Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- The Future of Marketing.			
PART-A			
Q.No	**Questions**	**BT Level**	**Competence**
1	Define online branding.	BTL1	Remembering
2	What is digital transformation?	BTL1	Remembering
3	What is a digital ecosystem?	BTL1	Remembering
4	Define market influence analytics.	BTL1	Remembering
5	What is Google Ads (AdWords)?	BTL1	Remembering
6	Define email marketing.	BTL1	Remembering
7	What is mobile marketing?	BTL1	Remembering
8	Define web analytics.	BTL1	Remembering
9	What is social media analytics?	BTL1	Remembering
10	What is campaign analytics?	BTL1	Remembering
11	List any four digital marketing channels.	BTL1	Remembering
12	What is conversion rate?	BTL1	Remembering
13	Explain the importance of online branding.	BTL2	Understanding
14	Differentiate online branding and traditional branding.	BTL2	Understanding
15	Explain the role of a digital ecosystem in digital marketing.	BTL2	Understanding
16	Describe the importance of market influence analytics.	BTL2	Understanding
17	Explain how Google Ads helps businesses reach customers.	BTL2	Understanding
18	Describe the benefits of email marketing.	BTL2	Understanding
19	Explain the advantages of mobile marketing.	BTL2	Understanding
20	Describe the importance of web analytics in business.	BTL2	Understanding

21	Explain why marketing strategies should be changed based on analytics.		BTL2	Understanding
22	Compare email marketing and social media marketing.		BTL2	Understanding
23	Explain the future trends in digital marketing.		BTL2	Understanding
24	Describe the role of artificial intelligence in the future of marketing.		BTL2	Understanding
PART-B				
1	Develop a comprehensive online branding strategy for a startup company. Explain the implementation process with suitable examples.	(16)	BTL6	Creating
2	Illustrate the architecture of a digital ecosystem and explain how it supports digital transformation in organizations.	(16)	BTL2	Understanding
3	Analyze the role of online branding in improving customer engagement and brand loyalty with suitable case studies.	(16)	BTL4	Analyzing
4	Analyze the components of a digital ecosystem and explain how they contribute to business growth.	(16)	BTL4	Analyzing
5	Develop an integrated **Online Branding and Digital Marketing Plan** for a startup business. Include branding objectives, digital ecosystem, analytics, promotional channels, monitoring methods, and future improvements.	(16)	BTL6	Creating
6	Evaluate the effectiveness of Google Ads (AdWords) in achieving business objectives. Suggest optimization techniques.	(16)	BTL5	Evaluating
7	Evaluate the effectiveness of Email Marketing campaigns using suitable performance metrics and examples.	(16)	BTL5	Evaluating
8	Design a successful Mobile Marketing strategy for an e-commerce business. Justify your approach.	(16)	BTL6	Creating
9	Develop a comprehensive Social Media Analytics framework to measure campaign performance and customer engagement.	(16)	BTL6	Creating
10	Analyze the role of Web Analytics in improving website performance and customer experience.	(16)	BTL4	Analyzing
11	Evaluate different web analytics tools and recommend the most suitable tool for a medium-sized business.	(16)	BTL5	Evaluating
12	Design a strategy to modify digital marketing campaigns based on analytical insights and customer behavior.	(16)	BTL6	Creating
13	Analyze how organizations can use data-driven decision making to improve digital marketing strategies.	(16)	BTL4	Analyzing
14	Evaluate the future trends in digital marketing, including Artificial Intelligence, Automation, Voice Search, and Augmented Reality.	(16)	BTL5	Evaluating
15	Design an integrated digital marketing strategy by combining Google Ads, Email Marketing, Mobile Marketing, Social Media, and Web Analytics.	(16)	BTL6	Creating

16	Assess the impact of digital transformation on modern marketing practices. Support your answer with suitable examples.	(16)	BTL5	Evaluating
17	Create a complete digital transformation roadmap for an organization, highlighting online branding, analytics, and future marketing trends.	(16)	BTL6	Creating