

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

PBA106 Digital Marketing

Regulation – 2023

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QUESTIONBANK

SUBJECT:

SEM/ YEAR: III / II

UNIT I: INTRODUCTION		9		
Introduction to Digital Marketing – Concepts – Features – Applications – Overview of E Commerce & E Business Relation to digital marketing. Digital Marketing and Traditional Marketing – Digital and Traditional Communications – Benefits and Challenges - Digital Technologies in Marketing Transformation – Digital Marketing in Practice and Emerging Trends.				
PART- A				
S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is Marketing ?	CO1	Level 1	Remembering
2.	What is Digital Marketing ?	CO1	Level 1	Remembering
3.	Difference between E-commerce and Traditional Marketing.	CO1	Level 1	Remembering
4.	State two differences between digital and traditional marketing.	CO1	Level 2	Understanding
5.	Define Organic Marketing.	CO1	Level 1	Remembering
6.	Give short note on E-Business.	CO1	Level 2	Understanding
7.	Summarize about E-Commerce.	CO1	Level 2	Understanding
8.	What do you mean by Digital Communication?	CO1	Level 1	Remembering
9.	Define web analytics.	CO1	Level 1	Remembering
10.	What do you mean by IOT?	CO1	Level 1	Remembering
11.	Write a short note on Cloud Computing?	CO1	Level 2	Understanding
12.	What is Affiliate Marketing?	CO1	Level 2	Understanding
13.	Outline the difference between crowd and crowdsourcing.	CO1	Level 1	Remembering
14.	Difference paid, owned and earned media marketing.	CO1	Level 2	Understanding
15.	Distinguish medium and discipline in marketing communication.	CO1	Level 2	Understanding
16.	What are the different forms of online presence?	CO1	Level 1	Remembering
17.	Difference channel and vehicle in marketing	CO1	Level 1	Remembering

	communication.			
18.	List the types of Digital Marketing	CO1	Level 1	Remembering
19.	Compare E-Commerce & E-Business	CO1	Level 2	Understanding
20.	What are the 4C's of Digital Marketing?	CO1	Level 1	Remembering
21.	Difference inbound and outbound marketing.	CO1	Level 2	Understanding
22.	What is Content Marketing?	CO1	Level 2	Understanding
23.	Give the benefits and challenges in digital marketing.	CO1	Level 2	Understanding
24.	Write short note on Mobile Marketing.	CO1	Level 2	Understanding

PART- B

S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the Objectives of the Digital Marketing	CO 1	Level 5	Evaluating
2.	Categorize the evolution of Web technologies.	CO 1	Level 4	Analyzing
3.	Discuss the applications of Digital Marketing.	CO 1	Level 4	Analyzing
4.	Explain the benefits of digital media.	CO 1	Level 4	Evaluating
5.	Apply the key challenges in digital marketing communication.	CO 1	Level 4	Evaluating
6.	Examine how the Marketing getting transformed by digital technologies?	CO 1	Level 4	Analyzing
7.	Explain various digital marketing practices.	CO 1	Level 4	Evaluating
8.	Elaborate the emerging trends of Digital Marketing with real time examples.	CO 1	Level 3	Applying
9.	Compare and contrast E-Business and E- Commerce.	CO 1	Level 4	Evaluating
10.	Compare and contrast Traditional & Digital Marketing.	CO 1	Level 4	Analyzing
11.	Explain the features of Digital Marketing	CO 1	Level 4	Evaluating
12.	Interpret the key communication concepts for digital marketing.	CO 1	Level 4	Analyzing
13.	List the benefits of traditional communication	CO 1	Level 4	Analyzing
14.	Describe the elements in content marketing.	CO 1	Level 4	Evaluating
15.	List out the advantages of Digital Marketing.	CO 1	Level 4	Analyzing
16.	Explain how the digital technologies changed the marketing	CO 1	Level 4	Evaluating
17.	Distinguish the relationship between digital and	CO 1	Level 4	Evaluating

traditional communications.			
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UNIT 2- DIGITAL MARKETING STRATEGY				9
Digital Marketing Strategy – Features, Applications, Benefits and Challenges – Strategic Framework for developing DMS – Scope, Goals and Objectives of DMS – Strategy Formulation for Digital Marketing – Strategy Implementation – Digital Media Channels – Types.				
PART- A				
S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	Define Digital Marketing Strategy.	CO2	Level 1	Remembering
2.	Give short note on channel marketing strategy.	CO2	Level 1	Remembering
3.	Infer customer touchpoints.	CO2	Level 1	Remembering
4.	List the types of digital marketing strategy initiative.	CO2	Level 2	Understanding
5.	Outline the challenges of digital marketing strategy.	CO2	Level 1	Remembering
6.	Give the six-step structure of digital marketing strategy.	CO2	Level 1	Remembering
7.	What is market planning in strategy process model?	CO2	Level 1	Remembering
8.	Expand SOSTAC.	CO2	Level 2	Understanding
9.	Define prescriptive strategy.	CO2	Level 1	Remembering
10.	What is emergent strategy.	CO2	Level 2	Understanding
11.	Summarize the tangible and intangible business benefits of the internet to a company.	CO2	Level 2	Understanding
12.	What is competitive intelligence?	CO2	Level 2	Understanding
13.	Infer Situation Analysis.	CO2	Level 1	Remembering
14.	Difference between business effectiveness and marketing effectiveness.	CO2	Level 2	Understanding
15.	List the KPIs for digital marketing effectiveness.	CO2	Level 1	Remembering
16.	Mention the parameters in Resource analysis.	CO2	Level 2	Understanding
17.	Outline the stage models of the digital marketing capability.	CO2	Level 2	Understanding
18.	Differentiate competitor analysis and intermediary analysis.	CO2	Level 1	Remembering
19.	Difference leading and lagging performance indicator.	CO2	Level 2	Understanding
20.	Give Chaffey and Smith’s five broad benefits of e-marketing.	CO2	Level 1	Remembering
21.	Give short note on RACE.	CO2	Level 2	Understanding
22.	Compare search engine marketing and search engine optimization.	CO2	Level 1	Remembering

23.	Differentiate online public relation and online partnership?	CO2	Level 1	Remembering
24.	Name the types of digital media channels.	CO2	Level 1	Remembering

PART- B				
S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Dissect the need for digital marketing strategy.	CO2	Level 4	Evaluating
2.	Elaborate PR Smiths SOSTAC framework of digital marketing planning model.	CO2	Level 4	Analyzing
3.	Explain ASCOR digital marketing framework.	CO2	Level 4	Analyzing
4.	List the challenges of Digital marketing strategy	CO2	Level 4	Analyzing
5.	Describe the components in Marketing situation analysis.	CO2	Level 4	Evaluating
6.	Explain the phases of digital marketing internal assessment.	CO2	Level 4	Analyzing
7.	Evaluate the objectives and KPIs using VQVC mnemonic.	CO2	Level 4	Evaluating
8.	Classify the nine important decisions in digital marketing strategy development.	CO2	Level 4	Analyzing
9.	Explain How the Strategy formulation done for the Digital marketing, Explain in detail?	CO2	Level 4	Evaluating
10.	Apply STP and marketing mix in digital marketing perspective.	CO2	Level 4	Analyzing
11.	Evaluate the role of different types of digital media channels in strategy execution.	CO2	Level 3	Applying
12.	Analyze the digital media types in detail.	CO2	Level 4	Evaluating
13.	Defend the digital media channels with real time applications.	CO2	Level 4	Evaluating
14.	Analyze the important decisions to be considered during strategy formulation.	CO2	Level 4	Analyzing
15.	Discover the steps in strategy implementation for digital marketing.	CO2	Level 4	Evaluating
16.	Analyze the stages involved in target marketing strategy development.	CO2	Level 4	Analyzing
17.	Elaborate organizational capabilities and governance in digital marketing framework.	CO2	Level 4	Evaluating

UNIT III: THE DIGITAL MARKETING LANDSCAPE

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Understanding the Customer Journey – Consumer Analysis – Demand Analysis and Implications for Marketing Planning – Consumer Choice and Digital Influence – Online Consumer Behaviour – Characteristics –

Importance of Cookies. Consumer Persona – New Channel Structures – Online Macro Environment – Political, Economic, Social, Technological and Legal Forces.

PART- A

S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is zero moment of truth?	CO3	Level 1	Remembering
2.	List the main elements of the online marketplace map.	CO3	Level 1	Remembering
3.	Differentiate aggregators and affiliates.	CO3	Level 1	Remembering
4.	Write short note on destination sites and platform.	CO3	Level 1	Remembering
5.	Who are key online influencers?	CO3	Level 2	Understanding
6.	List out the micro environment issues for digital marketers.	CO3	Level 1	Remembering
7.	Give short note on consumer behavior analysis.	CO3	Level 2	Understanding
8.	Infer demand analysis.	CO3	Level 1	Remembering
9.	Mention the metrics in conversion marketing.	CO3	Level 2	Understanding
10.	Outline the term consumer persona?	CO3	Level 2	Understanding
11.	Give the importance of cookies.	CO3	Level 2	Understanding
12.	Infer consumer transactions.	CO3	Level 1	Remembering
13.	What are the two important variables in customer characteristics?	CO3	Level 1	Remembering
14.	Outline Chaffey and Smiths hierarchy of response model.	CO3	Level 1	Remembering
15.	Compare directories and portals.	CO3	Level 1	Remembering
16.	Write short note on online marketing intermediaries.	CO3	Level 2	Understanding
17.	What is channel structures? Give relationship of counter mediation, disintermediation and reintermediation.	CO3	Level 1	Remembering
18.	Give relationship between web browser, streaming media server and uniform resource locator.	CO3	Level 1	Remembering
19.	Difference between internet, world wide web and web server.	CO3	Level 1	Remembering
20.	Difference between permission marketing and viral marketing.	CO3	Level 1	Remembering
21.	What are the types of cookies?	CO3	Level 2	Understanding
22.	Give short note on domain name registration.	CO3	Level 2	Understanding
23.	Summarize pay per click marketing.	CO3	Level 2	Understanding
24.	What is social exclusion?	CO3	Level 2	Understanding

PART- B

S.NO	QUESTIONS	CO	BT LEVEL	COMPETENCE
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		LEVEL		
1.	Explain the stages of the customer journey and discuss how businesses can optimize each stage to enhance customer satisfaction and loyalty.	CO3	Level 4	Evaluating
2.	Examine the consumer analysis strategies in digital marketing.	CO3	Level 4	Evaluating
3.	Determine the steps in demand analysis.	CO3	Level 4	Evaluating
4.	Derive the model of relationship between different aspects of trust and consumer response.	CO3	Level 4	Analyzing
5.	Examine the importance of Cookies and give its types with examples.	CO3	Level 3	Applying
6.	Determine the digital influences towards customer choice?	CO3	Level 3	Applying
7.	Elaborate the framework for understanding online customer experiences.	CO3	Level 4	Evaluating
8.	Discuss online consumer characteristics with suitable example.	CO3	Level 4	Analyzing
9.	Explain with flow chart for digital media impact on the buying process for a new purchaser.	CO3	Level 3	Applying
10.	Explain about the new channel structures.	CO3	Level 4	Evaluating
11.	Analyze the economic forces that influence online consumer behavior and marketing strategies. How can businesses respond to economic changes?	CO3	Level 4	Analyzing
12.	Discuss the social forces that shape online consumer behavior. How can marketers leverage these forces to enhance their marketing efforts?	CO3	Level 4	Analyzing
13.	Explain the impact of technological advancements on online consumer behavior and marketing strategies with suitable examples of successful technological adaptations.	CO3	Level 4	Evaluating
14.	Describe the legal considerations that businesses must take into account when developing online marketing strategies. How can compliance with legal regulations be ensured?	CO3	Level 4	Analyzing
15.	Predict future trends in online consumer behavior and discuss how businesses can prepare for these changes. What strategies should they adopt to stay ahead?	CO3	Level 4	Analyzing
16.	Why digital marketers need to understand the importance of political forces?	CO3	Level 4	Analyzing
17.	Analyze the importance of demand analysis in marketing planning and how it influences marketing decisions.	CO3	Level 4	Analyzing

UNIT IV: DIGITAL MARKETING TOOLS AND TECHNIQUES

Web Design and Development – Mobile Development – Email Marketing – Online Advertising – Affiliate Marketing – Search Engine Marketing – Search Engine Optimisation – PPC Advertising – Social Media Channels – Social Media Strategy – S Commerce, Impulse Marketing, Online Reputation Management – Mobile Engagement – CRM.

PART- A

S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What does a search engine do?	CO4	Level 1	Remembering
2.	Outline the ten rules to recover from an online brand attack.	CO4	Level 2	Understanding
3.	Give short note on cascading style sheets.	CO4	Level 1	Remembering
4.	Infer Document object model.	CO4	Level 2	Understanding
5.	How do follow and nofollow link works?	CO4	Level 1	Remembering
6.	Difference between Alt tag, title tag and meta data.	CO4	Level 1	Remembering
7.	Outline the role of Domain Name Server.	CO4	Level 1	Remembering
8.	List the categorization of social media channels.	CO4	Level 1	Remembering
9.	Mention the difference between session and traffic.	CO4	Level 1	Remembering
10.	Write the steps involved in a social media strategy.	CO4	Level 2	Understanding
11.	Difference Impression and Interaction.	CO4	Level 2	Understanding
12.	What is Cost per thousand impressions (CPM).	CO4	Level 2	Understanding
13.	Difference Cost Per Conversion (CPC) and Cost Per Action (CPA).	CO4	Level 1	Remembering
14.	List the KPIs in Email campaign.	CO4	Level 2	Understanding
15.	Difference hard bounce, soft bounce and open rate.	CO4	Level 2	Understanding
16.	Difference Internet protocol address and internet service provider.	CO4	Level 1	Remembering
17.	Give short note on Email analytics.	CO4	Level 1	Remembering
18.	How to measure affiliate marketing campaign?	CO4	Level 1	Remembering
19.	Difference customer relationship management and online reputation management?	CO4	Level 1	Remembering
20.	Define search engine marketing?	CO4	Level 1	Remembering
21.	What are the types of PPC advertising?	CO4	Level 1	Remembering
22.	Infer impulse marketing.	CO4	Level 2	Understanding
23.	Give the four classic marketing activities of customer relationship management.	CO4	Level 1	Remembering

24.	What algorithms is used for ranking web pages?	CO4	Level 2	Understanding
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PART- B				
S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Describe the steps in search engine visibility.	CO4	Level 4	Evaluating
2.	Analyze the factors of designing and developing phase of website.	CO4	Level 4	Evaluating
3.	Elaborate the factors involved in mobile web development.	CO4	Level 3	Applying
4.	Explain the phases of email marketing and give its KPIs.	CO4	Level 4	Evaluating
5.	Elaborate the types of online advertising and give its payment models.	CO4	Level 4	Evaluating
6.	Discuss the trackability of online advertising and give its advantages and disadvantages.	CO4	Level 3	Evaluating
7.	Discuss the action and reward metrics of affiliate marketing networks.	CO4	Level 4	Evaluating
8.	Explain the importance and functions of search engine marketing.	CO4	Level 4	Evaluating
9.	Elaborate the functions of search engine optimization.	CO4	Level 4	Evaluating
10.	Discuss the types of PPC advertising and give its adverts.	CO4	Level 3	Applying
11.	Explain the elements in social media channels.	CO4	Level 4	Evaluating
12.	How social media is used to solve business challenges and give the steps involved in social media strategy.	CO4	Level 3	Applying
13.	Elaborate the documents and processes checklist in social media strategy.	CO4	Level 4	Evaluating
14.	How Online Reputation Management works in digital marketing.	CO4	Level 4	Evaluating
15.	Discuss the steps to set up a mobile display campaign on display network. How it can be optimised for mobile search?	CO4	Level 4	Evaluating
16.	Explain the uses of mobile phone features in digital marketing campaign.	CO4	Level 4	Analyzing
17.	Explain RFM analysis with suitable example.	CO4	Level 3	Applying

UNIT V: EVALUATING DIGITAL MARKETING SUCCESS
Impact of Digital Media on Marketing Mix (Product, Price, Place and Promotion) – Digital Campaign Management - Performance management for digital channels - Customer Experience and Content

PART- A

S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is marketing mix?	CO5	Level 1	Remembering
2.	How does people impact the marketing mix?	CO5	Level 2	Understanding
3.	How does process impact the marketing mix?	CO5	Level 2	Understanding
4.	How do physical evidence impact on marketing mix?	CO5	Level 2	Understanding
5.	List the product element in the marketing mix.	CO5	Level 2	Understanding
6.	Give short note on new pricing approaches.	CO5	Level 1	Remembering
7.	Infer the implications of the internet for place of the mix.	CO5	Level 2	Understanding
8.	What is channel conflicts?	CO5	Level 1	Remembering
9.	Define virtual organization.	CO5	Level 1	Remembering
10.	Outline the main elements of the promotional mix.	CO5	Level 1	Remembering
11.	Infer lifetime value-based ROI measures.	CO5	Level 2	Understanding
12.	Define return on advertising spend.	CO5	Level 1	Remembering
13.	Give short note on SMART traffic building.	CO5	Level 1	Remembering
14.	Why econometric modelling is used?	CO5	Level 1	Remembering
15.	Difference between performance measurement system and digital media metrics.	CO5	Level 1	Remembering
16.	Differentiate pages per visit (PPV) and visit per visitor (VPV).	CO5	Level 1	Remembering
17.	Difference AB testing and multivariate testing.	CO5	Level 2	Understanding
18.	Difference forward and reverse path analysis.	CO5	Level 2	Understanding
19.	Give the different types of data within performance management system for internet marketing.	CO5	Level 1	Remembering
20.	Outline the tasks involved in web document review and update process in content management.	CO5	Level 2	Understanding
21.	Difference between classification and character variables.	CO5	Level 1	Remembering
22.	Difference between resources and capabilities from resource-based view.	CO5	Level 1	Remembering
23.	Which marketing characteristics distinguish B2B and B2C?	CO5	Level 1	Remembering
24.	Write short note on B2B e-marketplace.	CO5	Level 2	Understanding

PART- B

S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Discuss the implications of the product element in internet.	CO5	Level 3	Applying
2.	Elaborate the steps in branding in a digital environment.	CO5	Level 4	Evaluating
3.	Describe the implications of pricing policy mix in digital marketing.	CO5	Level 4	Evaluating
4.	Discuss the implications of place and promotion mix in internet.	CO5	Level 3	Applying
5.	Explain the terminologies for measuring digital campaigns.	CO5	Level 4	Analyzing
6.	Elaborate the steps in digital media campaign planning.	CO5	Level 4	Analyzing
7.	Explain the comparison of different online metrics collection and research methods.	CO5	Level 3	Applying
8.	Discuss the channel promotion techniques used in performance metric framework.	CO5	Level 4	Evaluating
9.	Describe the tools and techniques for collecting metrics and summarizing digital channel performance data.	CO5	Level 4	Evaluating
10.	Explain the three stages involved in creating a performance management system for digital channels.	CO5	Level 4	Evaluating
11.	Elaborate clickstream analysis components using Google analytics.	CO5	Level 4	Evaluating
12.	Discuss the process, format and technology in content management system.	CO5	Level 4	Evaluating
13.	Explain the facilities in content management systems with suitable example.	CO5	Level 4	Evaluating
14.	Elaborate the online retail formats and strategic approaches in B2C digital marketing practice.	CO 5	Level 4	Evaluating
15.	Explain the consumers online shopping experiences in online retailing.	CO5	Level 3	Applying
16.	Explain the digital marketing support in customer acquisition and customer retention strategies in B2B marketing.	CO5	Level 4	Evaluating
17.	Analyse how digital technologies can support B2B marketing?	CO5	Level 4	Evaluating