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Question Paper Code : 10552

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2026.

Sixth/Eighth Semester

Biomedical Engineering

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CCW332 – DIGITAL MARKETING

(Common to : Electronics and Communication Engineering/Electronics and Telecommunication Engineering/Medical Electronics)

(Regulations 2021)

Time : Three hours | Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by an online marketplace?
2. List the key components of digital marketing.
3. Write a short note on SEO techniques.
4. Mention the working process of a search engine.
5. What role does email marketing play in today's social media environment?
6. Mention any two features of SMS campaigns in mobile marketing.
7. Define Engagement marketing.
8. How to build a customer relationship through the social media marketing.
9. Name the analytical tools used in digital marketing.
10. What strategies are commonly adopted in digital transformation?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the concept of an online marketplace and evaluate its importance in the digital business environment.

Or

(b) Summarize the key steps in planning and creating a website, and assess how these steps contribute to successful digital marketing.

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12. (a) Classify different SEO strategies and processes and analyze their effectiveness in improving search visibility.

Or

(b) Discuss in detail the role of Pay-Per-Click (PPC) advertising, providing an evaluative example of its impact on business growth.

13. (a) Compare and contrast the features of email marketing and mobile marketing and critically evaluate their advantages and limitations.

Or

(b) Examine the benefits of integrating SMS and email into a marketing strategy, and propose an effective approach for maximizing customer engagement.

14. (a) Illustrate the role of social media channels in brand promotion, and evaluate which platforms provide the most value for different industries.

Or

(b) Discus influencer marketing by explaining how influencers shape purchase decisions and critically evaluate their role in consumer behavior.

15. (a) Demonstrate how analytics can be applied in digital marketing to guide decision-making and assess its impact on campaign performance.

Or

(b) Outline the recent trends in digital marketing, and evaluate their potential to reshape future business strategies.

PART C — (1 × 15 = 15 marks)

16. (a) Explain some effective engagement techniques that businesses can use on social media to strengthen customer relationships. Also, design a three-month social media campaign for any two platforms, focusing on strategies to enhance customer engagement. (6 + 9)

Or

(b) Analyze the role of digital transformation in marketing and discuss its impact on business organizations. Present a framework or illustrative model to demonstrate how digital marketing influences B2B enterprises. (6 + 9)

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