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Question Paper Code : 50460

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2024.

Fifth/Sixth Semester

Computer Science and Engineering

CCW 332 — DIGITAL MARKETING

(Common to : Biomedical Engineering/Computer Science and Design/ Computer Science and Engineering (Artificial Intelligence and Machine Learning)/Computer and Communication Engineering/Electronics and Communication Engineering/ Electronics and Telecommunication Engineering/Medical Electronics/Artificial Intelligence and Data Science/Computer Science and Business Systems/Information Technology)

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you mean by content marketing?
2. Define market space.
3. What is PPC Advertising?
4. Write a short note on SEO.
5. What is E mail Automation?
6. What are the components of SEM?
7. What is on-page and off-page optimization?
8. What is Engagement marketing?
9. What do you mean by Digital Divide?
10. Define Web Analytics.

PART B — (5 × 13 = 65 marks)

11. (a) (i) What is Digital Marketing? (3)
(ii) What are the challenges faced by Digital Marketing in current scenario? Give examples. (6+4)

Or

- (b) Discuss the Applications and Benefits of Digital Marketing in detail. (13)

12. (a) Discuss in detail the factors influencing SEO.

Or

- (b) Explain the strategies for successful SEM campaigns.

13. (a) Who is a social media influencer? How will he/she helps to promote digital marketing concept with example? (3+10)

Or

- (b) Explain in detail the stages involved in website development.

14. (a) Explain key differences between traditional marketing and digital marketing practices.

Or

- (b) Write about the latest customer engagement strategies adopted by E commerce companies like Amazon and Flipkart with an inference.

15. (a) What do you mean by CRM? Write about the importance of CRM in Digital marketing with an example. (3+10)

Or

- (b) Explain the latest trends in Digital marketing with reference to Indian context. (13)

PART C — (1 × 15 = 15 marks)

16. (a) Twitter India: Monetizing Communication

On the origins of the word Twitter, Jack Dorsey who started the service on 21 March 2006 explained the definition of Twitter as “a short burst of inconsequential information.” But considering the impact Twitter has had on global events at a political, business, and personal communication level, it has been anything but inconsequential. Twitter has been the voice of global citizens, be it in growth or at war times.

India is considered to be one of the top growing Asian markets (Just behind Japan). The prime goal for Twitter is to increase the number of users in India and improve adoption of its new products and services.

To boost growth, Twitter is adopting multiple strategies like strengthening its mobile platform, making relevant acquisitions, partnering with private sector banks, developing its advertising offerings, etc. Twitter has also invested heavily in its sales team to increase engagement with advertisers in at least 10 sectors including banking, consumer packaged goods, auto-mobiles and mobile manufacturing.

On the advertising side, Twitter is also seeing growing momentum from brands and agencies to use Twitter to connect with their audiences in real time for multiple marketing opportunities. Twitter plans to partner with brands to provide a more creative and customer engaging platform to improve their advertising-based sales. Twitter also has a Bengaluru office which is its second engineering center (apart from the one in San Francisco, US) and which increasingly is becoming important to developing products targeted at India and developing markets like Asia, Latin America, Africa, and the Middle East.

The key ad formats which Twitter offers includes Website Card, Event Targeting and Lead Generation Card for SMBs. The Website Card format supports high-quality traffic; Event Targeting provides options for live moment engagement, and Lead Generation Card captures leads directly within a tweet. Twitter's new ad format provides multiple analytics dashboards to help SMBs measure their performance and track content acceptance and impact through targeting types like interest, keyword username, device, location, etc. On the conversations side, Twitter has rolled out group messaging and a new mobile video experience. While the group messaging feature helps users initiate conversations with their followers, the mobile video experience helps seamlessly capture, edit, and share videos right from the Twitter app.

On the platform side, Twitter drives its businesses primarily through three ways, which includes investing in Twitter Cards, using Twitter Digits to get identity and monetizing apps with MoPub Marketplace. The app Card represents mobile applications on Twitter and drives installs, allows for a name, description, and icon, and can also be used to highlight attributes, such as rating and price. Digits can make application on-boarding flow simple by enabling users to login and sign up with their phone number. MoPub Marketplace operates the real-time bidding (RTB) exchange for mobile in-app ads. Directly integrated into the platform, Marketplace competes with existing ad network partners to drive higher prices for client's inventory.

With all the efforts it has put until now, Twitter is still facing a challenge as its importance and impact has still not trickled down the Tier-II/III markets and is a very urban phenomenon. But with its clear focus on growth in India, Twitter has now started offering its full stack of services such as promoted tweets, accounts, and trends, as well as TV targeting and mobile application promotion among others. It is currently working with about 500 brands in the country, including Yes Bank, IBM, Lenovo, Tata Motors, Kingfisher, Nissan, and Mahindra. According to one of Twitter's spokespeople, they plan to have the same products across the

world and will look at customizing the content from an Indian perspective. The road ahead in India looks challenging and at the same time really exciting for this world-wide news and content-breaking service which is now considered as a role model for entrepreneurs and global innovations alike.

Questions:

- (i) What are the strategies adopted by Twitter to boost its growth in India? (3)
- (ii) What are some key ad formats and features offered by Twitter to cater to small and medium-sized businesses (SMBs) in India? (3)
- (iii) What are some of the features introduced by Twitter on the conversations side, as mentioned in the passage? (3)
- (iv) How does Twitter plan to overcome the challenge of limited penetration in Tier-II and Tier-III markets in India? (3)
- (v) How does Twitter drive its businesses primarily through three ways as mentioned in the fifth paragraph of the passage? (3)

Or

- (b) What are the 8P'S of Marketing Mix? Apply those elements in any E commerce platform of your choice. (15)