534ECN - DIGITAL MARKETING QUESTION BANK

UNIT 1: Introduction, Marketing Mix, and Strategic Planning

1-Mark Questions (Definitions & Identification)

1. Identify one channel used in **Traditional Marketing**.

2. Which marketing approach is characterized by **two-way communication**?

3. Define **E-Promotion**.

4. What is the primary characteristic of **E-Price** in the digital context?

5. Which 'P' of the extended Online Marketing Mix relates to the physical look and feel of a website or app?

6. Give one example of a channel used in **Digital Marketing**.

7. What kind of targeting does traditional marketing mostly rely on?

8. Which term describes goods or services offered online that are non-physical?

9. Which strategic phase involves selecting the specific audience segments to serve?

10. What is a key advantage of Digital Marketing regarding **Cost and Flexibility**?

5-Mark Questions (Short Notes & Explanations)

1. Explain how **Measurement** differs significantly between Digital and Traditional Marketing.

2. Write a short note on **Affiliate Marketing**, detailing how its payment structure works.

3. Explain the concept of **E-Products** and provide three examples.

4. Discuss the business advantage of **Precision Targeting and Personalization** achievable through Digital Marketing.

5. Detail two of the extended 'Ps' of the Online Marketing Mix (**People, Process, or Physical Evidence**).

6. How can Digital and Traditional Marketing be used in a **complementary** fashion for a consistent campaign?

7. Briefly explain the three core components of the **STP (Segmentation, Targeting, Positioning)** framework.

8. Describe the key features that define an effective **E-Promotion** strategy.

9. Discuss the role of **Content Marketing** in the early stages of the customer journey.

10. Differentiate between the **Reach** of Digital Marketing and Traditional Marketing.

10-Mark Questions (Detailed Analysis & Strategy)

1. Provide a detailed **comparison and contrast** between Digital Marketing and Traditional Marketing, focusing on the four key differences: **Targeting, Interaction, Measurement, and Cost/Flexibility**.

2. Explain the complete process of **E-Marketing Strategic Planning**, from audience segmentation to campaign measurement.

3. Analyze the **Online Marketing Mix (4Ps + Extended 3Ps)**, discussing how the digital environment has transformed the traditional marketing mix elements.

4. Elaborate on the key **business advantages** of adopting a Digital Marketing strategy over a purely Traditional approach.

5. Develop a theoretical **Affiliate Marketing strategy** for an e-commerce company, explaining the roles of the three key parties involved (Merchant, Affiliate, Customer).

UNIT 2: Search Engine Marketing (SEM)

1-Mark Questions (Definitions & Identification)

1. What does the acronym **PPC** stand for?

2. Name one key factor for **SEO Success** related to a site's structure.

3. Which stage of the search engine's work involves bots discovering web pages?

4. Define a **Long-Tail Keyword**.

5. What metric is a key indicator of ad relevance in Google Ads?

6. Identify one **Off-Page SEO Technique**.

7. What is the term for optimizing a page's actual content and HTML source code?

8. What is the primary goal of **Keyword Segmentation**?

9. Which component of a search ad does the Quality Score measure against?

10. What does the 'I' in **ROI** (Return on Investment) represent in a PPC campaign?

5-Mark Questions (Short Notes & Explanations)

1. Explain the working of a search engine, detailing the purpose of **Crawling** and **Indexing**.

2. Discuss the strategic importance of using **Long-Tail Keywords** in an SEO campaign.

3. Describe the factors that contribute to a high **Quality Score** in Pay-Per-Click (PPC) advertising.

4. Explain the difference between **On-Page SEO** and **Off-Page SEO** with one example of each technique.

5. Write a short note on **Keyword Segmentation**, outlining the various criteria (e.g., intent, competition) used to group keywords.

6. Explain the role of **Landing Page Optimization** in maximizing the effectiveness of a PPC campaign.

7. Detail the importance of **Mobile-First Indexing** in modern SEO.

8. Discuss two common reasons why a website might be penalized by search engines.

9. Explain how **Negative Keywords** are used to optimize a PPC campaign.

10. Define **Search Engine Marketing (SEM)** and distinguish its two major forms.

10-Mark Questions (Detailed Analysis & Strategy)

1. Elaborate on the key steps required to build and execute a comprehensive **SEO Strategy**, covering Technical SEO, Keyword Mapping, and Link Building.

2. Explain the full operational cycle of a **Google Ads (PPC) Campaign**, from ad creation and bidding mechanics to the role of the Quality Score and performance tracking.

3. Discuss the relationship between **Content Quality, Keyword Strategy, and Search Engine Ranking**. Why is high-quality, relevant content the foundation of SEO success?

4. Analyze the role of **Link Building (Off-Page SEO)** in increasing Domain Authority and search visibility. Explain three common techniques for acquiring high-quality backlinks.

5. Develop a strategy for improving a company's low **Quality Score** in a highly competitive PPC market. Justify your suggested actions across ad relevance, expected CTR, and landing page experience.

UNIT 3: Social Media, Email, and Web Analytics

1-Mark Questions (Definitions & Identification)

1. What is the primary goal of **Online Reputation Management (ORM)**?

2. Name the type of report in Navigation Analysis that visually tracks user progression through a predefined path.

3. Identify one feature that defines the concept of **Web 2.0**.

4. Which metric, often used in Email Marketing, measures the percentage of emails opened?

5. What is the purpose of **Marketing Automation Tools** in integration with Google Analytics?

6. Name two platforms that are often categorized as **Social Media Channels**.

7. What does a **Heat Map** analyze in terms of user interaction?

8. Give one example of a **CRM Platform** that can be integrated with Google Analytics.

9. What is the main benefit of using **SMS Marketing**?

10. In Web Analytics, what is the term for grouping users based on attributes like location or behavior?

5-Mark Questions (Short Notes & Explanations)

1. Explain the concept of **Email Segmentation** and provide two criteria for segmenting an email list based on user behavior.

2. Discuss the role of **Web PR** in proactive communication and crisis management for a brand.

3. Write a short note on **Web Analytics Dashboards** and their importance in real-time performance monitoring.

4. Explain the difference between a **Web Metric** and a **Key Performance Indicator (KPI)**, giving one example of each.

5. Describe the key components of an effective **Social Media Strategy** (e.g., objectives, content, measurement).

6. Discuss how the integration of **Google Analytics with Google Ads** supports cross-platform performance measurement.

7. Briefly explain the significance of **Navigation Analysis** in understanding user flow and identifying website drop-off points.

8. What is **Online Reputation Management (ORM)** and what are the two main types of ORM activities?

9. Explain how **APIs** are used as an integration method to link Google Analytics with third-party applications.

10. Detail the advantages of using **Marketing Automation** in Email Marketing campaigns.

10-Mark Questions (Detailed Analysis & Strategy)

1. Elaborate on the strategic importance and components of **Web Analytics**. Discuss how **Segmentation** and **Funnel Reports** are used to provide actionable insights for optimization.

2. Discuss the critical steps for developing and managing an effective **Multi-Channel Marketing Strategy**. Emphasize the role of consistency and **Integration** across channels.

3. Explain the process and necessity of **Third-Party Integrations** with Google Analytics. Detail the function and benefit of integrating with three different types of tools (e.g., CRM, Google Ads, Tag Management).

4. Analyze the three core stages of the **Social Media Strategy lifecycle** (Listening, Engaging, Measuring). Provide examples of activities relevant to each stage.

5. Design an **Email Marketing Strategy** for an e-commerce company. Focus on how segmentation, automation, and campaign metrics (Open Rate, CTR) will be used to maximize ROI.

UNIT 4: Content Marketing, Mobile Marketing, and Online Advertising

1-Mark Questions (Definitions & Identification)

1. What is the primary goal of **Content Marketing**?

2. Define **Retargeting** in the context of display advertising.

3. Name one type of **Mobile App** (e.g., utility, game) used for marketing purposes.

4. What does the acronym **AIDA** stand for in the context of content strategy?

5. Identify the ad format that blends seamlessly with the surrounding editorial content.

6. What is a **Push Notification** in Mobile Marketing?

7. What is the main difference between **Display Ads** and **Search Ads**?

8. Define a **Lead Magnet** in Content Marketing.

9. Which mobile marketing tool uses a user's geographical position to send relevant promotions?

10. What is a key metric for measuring the success of video advertising?

5-Mark Questions (Short Notes & Explanations)

1. Explain the concept of **Content Mapping** and its importance in aligning content with the **Buyer's Journey**.

2. Write a short note on **Programmatic Advertising** and how it streamlines the purchase of display ads.

3. Discuss the strategic use of **QR Codes** and **SMS Marketing** in a unified mobile campaign.

4. Detail the importance of **Mobile Responsiveness** for a website's overall digital marketing success.

5. Explain the difference between **Banner Blindness** and **Native Advertising** in overcoming user ad fatigue.

6. Discuss two distinct types of **Content Formats** (e.g., blog posts, infographics, videos) and when each is most effective.

7. Explain **Location-Based Marketing** and provide an example of its application.

8. How does **Ad Frequency** management help optimize a display advertising campaign?

9. Describe the three key stages of the **Content Marketing Funnel** (Top, Middle, Bottom).

10. Briefly explain the concept of **In-App Advertising** and its potential reach.

10-Mark Questions (Detailed Analysis & Strategy)

1. Develop a comprehensive **Content Marketing Strategy** for a new B2B software company, detailing the types of content for each stage of the AIDA model and how success would be measured.

2. Analyze the components of an effective **Mobile Marketing Strategy**. Discuss the integration of **Mobile Apps, Mobile Web Optimization,** and **Location-Based Services** for a retail brand.

3. Explain the operational cycle of a **Display Advertising Campaign**, from target audience selection and ad format choice to the role of **Retargeting** in driving conversions.

4. Discuss the growing importance of **Video Content** in digital marketing. Detail how video can be optimized for both social media (short-form) and search engines (long-form/tutorials).

5. Analyze the various methods of **Online Advertising** (Search, Display, Native, Social) and recommend a strategy for a start-up with a limited budget, justifying the selection of the two most appropriate channels.

UNIT 5: Digital Transformation, Emerging Trends, and Legal/Ethical Issues

1-Mark Questions (Definitions & Identification)

1. Define **Digital Transformation** in the context of a marketing department.

2. What does **GDPR** primarily regulate?

3. Identify one key benefit of using **AI and Machine Learning** in marketing.

4. What is the key ethical concern associated with the use of **cookies** and user tracking?

5. What does the acronym **IoT** stand for?

6. Define **Big Data** in simple terms.

7. What is the purpose of a **Data Processing Agreement (DPA)**?

8. Identify one application of **Virtual Reality (VR)** in marketing.

9. What is a common term for marketing driven by consumer data and predictive analytics?

10. What is the main principle behind **Permission-Based Marketing**?

5-Mark Questions (Short Notes & Explanations)

1. Explain the three V's (Volume, Velocity, Variety) that define the concept of **Big Data**.

2. Discuss the implications of **GDPR** on how companies collect, store, and use personal data from EU citizens.

3. Write a short note on how **AI and Machine Learning** are being used to enhance **customer segmentation** and personalization in digital campaigns.

4. Explain the role of **IoT (Internet of Things)** in creating new marketing opportunities and data collection points.

5. Discuss the importance of **Data Governance** and **Privacy Policies** for maintaining consumer trust in the digital age.

6. Detail two distinct ways in which **Augmented Reality (AR)** can be utilized by e-commerce brands (e.g., try-on features).

7. Explain the concept of **Data-Driven Decision Making** and its necessity in digital transformation.

8. What is a **"Right to Be Forgotten"**, and how does it impact data management processes?

9. Discuss the ethical challenges presented by using highly personalized **Predictive Analytics** in consumer marketing.

10. Explain the difference between **CCPA** (California Consumer Privacy Act) and **GDPR** regarding consumer rights.

10-Mark Questions (Detailed Analysis & Strategy)

1. Analyze the role of **Big Data and Predictive Analytics** in driving modern digital marketing strategy. Discuss how these technologies lead to better resource allocation and higher ROI.

2. Discuss the necessity and key stages of **Digital Transformation** for a traditional retail business. Explain how this process impacts marketing, sales, and customer service departments.

3. Elaborate on the legal and ethical landscape of **Data Privacy in Digital Marketing**. Detail the requirements of either **GDPR or CCPA** and explain the importance of a transparent **Consent Management Platform**.

4. Examine the applications of **Emerging Technologies (AI, VR, AR)** in creating immersive and highly personalized customer experiences. Provide specific marketing examples for each technology.

5. Develop a set of **Ethical Guidelines** for a marketing team, focusing on the responsible use of **User Tracking and Personal Data**. Justify why these guidelines are crucial for long-term brand equity.