

**QP CODE**

**H1149**

**Enrollment Number:** .....

**Name:** .....

**BA DEGREE EXAMINATIONS, MARCH 2026**

**Third Semester**

**B.A Nano Entrepreneurship**

**B23NE01SE– Digital Marketing**

**(2024 July Admissions)**

**Time: 3 Hours**

**Max Marks: 70**

**Section A**

**Answer any ten of the following questions in a word or sentence each. Each question carries 1 mark.**

1. Mention any one purpose of a homepage.
2. Write one example of a website content element.
3. State one benefit of using a clear website layout.
4. Mention any one type of website.
5. Write one reason for using images on a website.
6. State one advantage of conducting competitor analysis.
7. Mention any one tool used for checking website speed.
8. State one reason why keyword research is important.
9. Mention any one ranking factor used by search engines.
10. State one example of off-page SEO activity.
11. Write the meaning of SERP in one simple sentence.
12. Mention any one benefit of mobile-friendly websites for SEO.
13. Write the name of any one social media feature used for promotion.
14. Mention any one advantage of using hashtags.
15. State one purpose of creating content on social media.
16. Mention any one metric used to measure user engagement on social media.

**(1X10=10)**

**Section B**

**Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.**

17. What is a domain name? Why is it important for accessing a website?
18. What is a personal website? Mention any one purpose it serves.
19. What is typography in web design? Mention any one reason why it improves user experience.

20. What is competitor analysis? Why is it important in digital marketing?
21. What is localized keyword research? Give one example of a localized keyword.
22. What is On-page SEO? Mention any one on-page optimisation activity.
23. What is meta description? Why is it important for search results?
24. What are social media analytics? Mention any one use of analytics for businesses.
25. What is influencer marketing? Give one example of how businesses benefit from it.
26. What is user-generated content (UGC)? Mention one advantage of using UGC in marketing.

**(2X5=10)**

### **Section C**

**Answer any four of the following questions in one page each. Each question carries 5 marks.**

27. Explain the different types of websites with suitable examples.
28. What are the basic elements of web design? Explain any four elements.
29. Explain 5 techniques used to improve website speed.
30. What is keyword research? Explain its steps and importance in website analysis.
31. What is Search Engine Optimization (SEO)? Explain any four benefits of SEO.
32. Explain the different types of keywords used in SEO.
33. What is Social Media Marketing? Explain any four advantages of using social media for business.
34. Explain the role of content creation in social media marketing. Mention any four types of content used.

**(5X4=20)**

### **Section D**

**Answer any two of the following questions in four pages each. Each question carries 15 marks.**

35. Evaluate how different design principles shape the usability and effectiveness of modern websites, highlighting the elements that improve user satisfaction.
36. Analyse the contribution of website performance monitoring and analytical tools in improving digital strategies, emphasizing how businesses benefit from continuous evaluation.
37. Explore the long-term impact of strategic keyword planning and content optimisation on achieving stable search engine rankings.
38. Examine the ways in which social media platforms support brand building and customer engagement, focusing on methods that strengthen digital influence.

**(15X2=30)**