

**VIT**Vellore Institute of Technology
Established in the year 1984**School of Social Sciences and Languages**

Fall Semester 2024-25

Continuous Assessment Test - I

SLOT: C1

Programme Name & Branch: B.com.

Course Name & code: Digital Marketing for financial services UCCA231L

Class Number (s): VL2024250100957

Faculty Name (s): Durga Shankari A

Date of Exam: 27-08-2024

Exam Duration: 90 Min.

Maximum Marks: 50

Q.No.	Question	Max Marks
✓ 1.	Explain about digital marketing techniques, such as social media marketing, content marketing, and email marketing.	10
✓ 2.	Summarize the different types of Google Ads and explain about CPC, PPC, and CPM.	10
✓ 3.	✓ a. Discuss about different digital marketing channels and analyze the right digital marketing channels for Financial Services business? (5 marks) ✓ b. Discover the key elements of a well-designed one page website? (5 marks)	10
✓ 4.	✓ a. Analyze and create valuable, engaging content for your email subscribers? (5 marks) ✓ b. Develop an Off page SEO Plan for Financial Business and evaluate it? (5 marks)	10
✓ 5.	Discuss about different types of SEO and the key techniques for SEO?	10