



VIT

Vellore Institute of Technology

(Deemed to be University under section 3 of the UGC Act, 1956)

Final Assessment Test – November 2025

Course: UCCA231L - Digital Marketing for Financial Services

Class NBR(s): 0377

Slot: E1+TE1

Time: Three Hours

Max. Marks: 100

- KEEPING MOBILE PHONE/ANY ELECTRONIC GADGETS, EVEN IN 'OFF' POSITION IS TREATED AS EXAM MALPRACTICE
- DON'T WRITE ANYTHING ON THE QUESTION PAPER

COs	CO Statements
CO1	Comprehend the strengths and weaknesses of technical analysis.
CO2	Analyze Charts and study various patterns
CO3	Interpret the Indicators and Oscillators of Investment
CO4	Comprehend various trading strategies used for investment
CO5	Study the psychology of investors by applying the underlying theories.

BL – Blooms Taxonomy Level (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)

Answer ALL Questions
(10 X 10 = 100 Marks)

- Discuss the difference between customer acquisition and customer retention strategies. CO1 BL2
- What are the key strategies for successful marketing? Illustrate with examples. CO2 BL2
- Discuss the importance of UX (User Experience) and UI (User Interface) in website design. Provide examples to illustrate your answer. CO2 BL1
- Compare and contrast the different types of Google Ads. Include examples and scenarios for each type. CO3 BL4
- Explain the different types of SEO techniques with examples. How do they influence website rankings? CO3 BL4
- Narrate the Link Building? Explain the types of backlinks and their impact on domain authority and page ranking. CO4 BL6

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| 7. | Explain the concept and significance of Social Media Marketing for modern businesses and professionals. | CO4 | BL5 |
| 8. | Outline the key components of a successful social media marketing plan. | CO4 | BL4 |
| 9.a) | Explain the process of uploading and managing YouTube content effectively. Highlight the importance of metadata, playlists, and scheduling uploads. | CO5 | BL4 |

OR

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| 9.b) | How can creators build and engage a strong YouTube community? Discuss the use of comments, the community tab, and interaction strategies. | CO5 | BL4 |
| 10.a) | Explain the importance of content marketing in today's digital business environment. | CO6 | BL2 |

OR

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| 10.b) | Differentiate between Metrics and KPIs with suitable examples relevant to digital marketing campaigns. | CO6 | BL2 |
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