

R8299

Sub. Code

9MS4G1

M.Voc. DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Software Development

PRINCIPLES OF DIGITAL MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Why do you need a digital marketing strategy?
2. What is Pay Per Click advertising?
3. What are the different aspects of digital marketing?
4. What is the role of SEO in digital marketing?
5. What are the different types of Email marketing campaigns?
6. Define Micro-blogging
7. what is online PR?
8. Define affiliate marketing.
9. what is mobile marketing?
10. Define Holistic marketing.

Part B

(5 × 5 = 25)

Answer **All** the questions, choosing either (a) or (b).

11. (a) Explain the components which form the foundation of digital marketing

Or

- (b) What are the key characteristics of digital consumer.

12. (a) List of things to be kept in mind while choosing the domain name.

Or

- (b) Describe the different types of hosting.

13. (a) What is the need of E-mail marketing in this era of social media?

Or

- (b) Write down the rules of engagement

14. (a) Explain in detail about “Brand Bidding”.

Or

- (b) Write short notes on Blogger’s outreach.

15. (a) What are the different types of mobile marketing?

Or

- (b) How will you measure the success of mobile marketing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the following concepts in digital marketing.
(a) SEO Marketing (b) Blog Marketing
(c) Online Advertising
 17. How will you design an effective website
 18. How will you measure the success of an e-mail campaign?
 19. Discuss about recognizing opportunities for strategic partnership.
 20. Describe about Tracking and measuring human behaviour in collaborative consumption.
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R8300

Sub. Code

9MS4G2

M.Voc. DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Software Development

FUNDAMENTALS OF INDUSTRY 4.0

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Industry Revolution?
2. Define Digitization.
3. What is Importance of IoT?
4. Define IIoT.
5. Write short notes on Cyber Physical System.
6. What are the benefits of cyber security?
7. What is meant by firm?
8. What is sharing knowledge in organisations? -
9. What are the opportunities in Industry 4.0?
10. List out any 5 Skills required for workers in industry 4.0 Era.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the challenges in Industry 4.0?

Or

- (b) Explain: (i) Drivers (ii) Enablers and Compelling Forces.

12. (a) Defend about the Smart Manufacturing with suitable example.

Or

- (b) Write about the smart logistics.

13. (a) Explain about the support system for industry 4.0?

Or

- (b) What are the Elements of Cyber Security with suitable examples?

14. (a) List out the Cloud Computing basics in Industry 4.0.

Or

- (b) Differentiate between the Cloud Computing and industry 4.0.

15. (a) What are the opportunities and challenges in industry 4.0?

Or

- (b) What are the Strategies need for industry 4.0 Era?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the Comparison of Industry 4.0 and Current Fact.
 17. Explain about the Predictive Analytics.
 18. Write about the Mobile Computing in detail.
 19. Mention about the factor influencing Cloud Computing basic.
 20. Briefly explain about the Future of works and Skills for Workers in Industry 4.0 Era.
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