

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)

22PCC103

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS: DECEMBER – 2022
M.Com.- C.A. I SEMESTER
MAXIMUM MARKS: 50
TIME: 3 HOURS

DIGITAL MARKETING

SECTION - A

(10 X 1= 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS. K1

1. Marketing of product and service in which the offer itself is not intended to make any monetary profit is called_____.
(A) Profit marketing (B) Virtual marketing
(C) Digital marketing (D) Non profit marketing
2. Which of the following is the correct depiction of Digital Marketing?
(A) E-mail Marketing (B) Social Media Marketing
(C) Web Marketing (D) All of the above
3. What is the full form of LBS in mobile marketing?
(A) Lead-based Service (B) List-based Service
(C) Location-based Service (D) None of the above
4. How many types of pillars do we have in digital marketing?
(A) 1 (B) 2 (C) 3 (D) 4
5. Which of the following is not a type of digital marketing activity?
(A) Email Marketing (B) Social web Marketing
(C) Print advert. (D) Viral Marketing

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. K2

6. Define the term Marketing.
7. What do you mean by E-mail marketing?
8. What is Digital Marketing?
9. What is Viral Marketing?
10. How can digital marketing improve knowledge?

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3

11. a) What are the different stages in the evolution of Marketing?
(OR)
b) Explain the Criteria of Market Segmentation.
12. a) Discuss the most Important Aspects of Digital Marketing?
(OR)
b) What are the characteristics in digital marketing?

(CONTD.....2)

13. a) Explain the marketing research.
(OR)
b) What is search engine marketing? And how does SEM work?
14. a) Explain how to make a Great Blog?
(OR)
b) State the Impact of Web Design on Digital Marketing Strategy.
- 15.a) How do you start selling online?
(OR)
b) What are the issues in digital marketing?

SECTION – C (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K4 & K5

16. a) Explain the functions of Marketing.
(OR)
b) Explain the elements of Marketing Mix.
- 17.a) Briefly discuss the advantages and disadvantages in Digital marketing.
(OR)
b) Discuss briefly the strategy of digital marketing.
18. a) State the difference between Digital Marketing and Social Media Marketing
(OR)
b) Discuss the benefits of channels of Digital Marketing.
- 19. a) How will you choose the right keywords for your digital marketing?**
(OR)
b) Discuss the recent trends in Digital marketing.
20. a) Why Knowledge Management important for Marketing?
(OR)
b) Discuss the new rules of Marketing in a Digital Age.
