

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23PCC103

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023**

**COURSE NAME: M.Com.-C.A**

**MAXIMUM MARKS: 75**

**SEMESTER: I**

**TIME : 3 HOURS**

**DIGITAL MARKETING**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Marketing is a process which aims at-----?  
a) Production      b) Profit making      c) The satisfaction of costumers      d) Selling products
2. Modern marketing starts end ends with-----  
a) Producer      b) Seller      c) Consumer      d) Distributer
3. \_\_\_\_\_ is the father of Modern Marketing.  
a) Abraham Maslow      b) Lester Wunderman      c) Peter Ducker      d) Philip Kilter
4. Which of the following is the correct depiction of digital marketing?  
a) E-mail marketing      b) Social media marketing      c) Web      d) All of the above
5. Which of the following is the most common delivery channel in terms of mobile marketing?  
a) Graphic      b) Text      c) Voice call      d) Search engine marketing

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Define Marketing
7. What is meant by Market Segmentations?
8. Write any two strategies in Digital marketing.
9. Indicate Geo marketing.
10. Write any two merits of You tube marketing.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

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

**(K3)**

11. a) Define the marketing and explain the importance of marketing.  
**(OR)**  
b) Write short note on: 1) Market segmentation      2) Marketing mix
- 12.a) Explain the digital marketing characteristics.  
**(OR)**  
b) Discuss the advantages of Digital marketing.

**(CONTD .... 2)**  
**(23PCC103)**

13.a) Describe the merits and demerits of Mobile marketing.

**(OR)**

b) State the features of Search engine marketing (SEM).

14.a) Describe the recent trends in Niche marketing and Viral marketing.

**(OR)**

b) List out GEO marketing functions.

15.a) Explain the new rules of marketing in a digital age.

**(OR)**

b) Discuss the effects of knowledge exchange in digital marketing.

**SECTION – C**

**(5 X 8 = 40 MARKS)**

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

**(K4 (Or) K5)**

16. a) Explain the various functions of marketing.

**(OR)**

b) Enumerate the marketing mix, elements and problems.

17.a) Examine the importance of digital marketing.

**(OR)**

b) Elucidate the strategies of Digital marketing.

18. a) List out the advantages of Mobile marketing.

**(OR)**

b) Briefly explain the Social media marketing and E-mail marketing.

19.a) Write a detailed note on Website designing and development.

**(OR)**

b) Discuss about You tube marketing.

20.a) Briefly explain Online selling marketing.

**(OR)**

b) State the effects of knowledge exchange in digital marketing.

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