

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024
COURSE NAME: M.Com - CA **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. The '4 Ps' in the Marketing Mix refers to: _____.
 - a) Product, Price, Place, Promotion
 - b) Production, People, Price, Promotion
 - c) Product, People, Process, Price
 - d) Price, Promotion, Profit, Place
2. Which of the following is a characteristic of modern digital marketing?
 - a) One-way communication
 - b) Limited geographic reach
 - c) Real-time analytics and feedback
 - d) High dependency on physical distribution
3. Which of the following is a key component of Search Engine Marketing (SEM)?
 - a) Email newsletters
 - b) Paid search ads
 - c) Social media posts
 - d) Content marketing
4. What is a common strategy used in social media marketing to increase brand awareness?
 - a) High-frequency print ads
 - b) Hosting online contests and giveaways
 - c) Conducting in-store promotions
 - d) Sending direct mail
5. Which of the following is a key benefit of viral marketing?
 - a) Guaranteed high advertising costs
 - b) Rapid spread of marketing messages through social sharing
 - c) Limited reach and engagement
 - d) Increased dependency on physical media

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

K2

6. Define market segmentation.
7. Define the digital marketing.
8. Write the meaning of mobile marketing.
9. Narrate the social media marketing.
10. What is niche marketing?

SECTION – B (5 X 5 = 25 MARKS)

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

11. a) Explain the key objectives of marketing.
 (OR)
 b) Explain the benefits of segmenting a market.
12. a) What are the key characteristics of digital marketing?
 (OR)
 b) Explain the advantages and disadvantages of digital marketing.

(CONTD.....2)

13. a) Explain the differences between On-Page and Off-Page optimization.
(OR)
b) Discuss the role of Face book advertising in digital marketing

14. a) What are the main functionalities of social media for marketers?
(OR)
b) Classify the types of social media platforms.

15. a) What are the key aspects of content writing and blog creation in digital marketing?
(OR)
b) Explain the role of AdWords and keyword selection in digital marketing.

SECTION – C (5 X 8 = 40 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****K4 & K5**

16. a) Discuss the evolution of marketing from traditional to modern approaches.
(OR)
b) Define the Marketing Mix and explain its elements.

17. a) What strategies should businesses adopt in digital marketing to stay competitive?
(OR)
b) Explain the importance of digital marketing in the current business environment.

18. a) Explain Search Engine Marketing (SEM) and its strategies.
(OR)
b) Discuss the significance and usage of different channels of digital marketing.

19. a) Discuss the role and impact of Social Media Marketing (SMM) in the digital marketing landscape.
(OR)
b) How can social media be leveraged differently for consumers and marketers?

20. a) Discuss the recent trends in digital marketing.
(OR)
b) Describe the process of website design and development.
