

(FOR THE CANDIDATES ADMITTED

25UCI2A2

DURING THE ACADEMIC YEAR 2025 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2026

BCOM IT

MAXIMUM MARKS: 75

SEMESTER: II

TIME : 3 HOURS

PART - III

25UCI2A2- DIGITAL MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Digital Market refers to:_____

- a) Traditional marketplace
- b) Online buying and selling platform
- c) Wholesale market
- d) Retail shop

2. A search engine commonly used worldwide is:_____

- a) MS Excel
- b) Paint
- c) Google
- d) Notepad

3. E-mail marketing is mainly used to:_____

- a) Print newspapers
- b) Send promotional messages to customers
- c) Design logos
- d) Manufacture products

4. Social media refers to:_____

- a) Marketing through newspapers
- b) Marketing using social media platforms
- c) Door-to-door selling
- d) Radio advertising

5. Web analytics is used to:_____

- a) Design logos
- b) Measure website performance
- c) Print ads
- d) Create products

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is website creation?

7. What is Search Engine Optimization (SEO)?

8. What is Lead Generation?

9. What is influencer marketing?

10. What is Web Analytics?

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Explain the meaning and features of Digital Market.

(OR)

b) Discuss the importance of social media platforms in Digital Marketing.

(CONT...2)

12. a) Explain the concept and objectives of Search Engine Optimization (SEO).
(OR)
b) Discuss the features and benefits of display advertising.
13. a) Describe the different types of E-mail Marketing.
(OR)
b) Explain the concept and features of Mobile Marketing.
14. a) Explain the concept and importance of Social Media Marketing.
(OR)
b) Write a short note on Engagement Marketing and its benefits.
15. a) Discuss the risks associated with Digital Marketing.
(OR)
b) Explain different attribution models used 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 concept of Digital Market and discuss its advantages and challenges in the modern business environment.
(OR)
b) Design a content marketing plan for a startup company and explain the steps involved.
17. a) Analyze the advantages and limitations of Pay-Per-Click (PPC) advertising.
(OR)
b) Examine the SEO success factors that influence ranking on search engines.
18. a) Discuss mobile commerce (M-commerce), SMS campaigns, and mobile apps as tools of mobile marketing.
(OR)
b) Evaluate the opportunities and challenges of mobile marketing in the modern business environment.
19. a) Compare Social Media Marketing and traditional marketing in terms of customer interaction and brand communication.
(OR)
b) Explain the concept of Social Media Marketing and discuss its importance in building brand awareness and customer engagement.
20. a) Explain the concept of Digital Transformation and analyze its impact on modern marketing practices.
(OR)
b) Analyze the recent trends in Digital Marketing and their influence on business growth.
