

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

M.Com.(General) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

23PCOCT1003 - Digital Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. What is digital marketing? Explain its importance.
2. Explain the vision, mission and objectives of digital marketing.
3. What is online marketing mix?
4. What are the biggest challenge in online shopping?
5. Why is search engine advertising important?
6. How to use Facebook marketing strategy?
7. What is Analytics and reporting in SEO?
8. How Artificial Intelligence is changing the future of Digital marketing?

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain the various categories of digital marketing.
10. Explain the various factors determining consumer segmentation.
11. What is social media marketing? Explain its types.
12. Explain the advantages and disadvantages of SEO.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. What is mean by block chain technology? Explain its application in Digital marketing.
