

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.(A&F) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

23PAFCT1003 - Digital Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the applications of Digital marketing.
2. Describe the website characteristics affecting online purchase decisions.
3. Classify digital media channels.
4. Sketch models of website visits.
5. Identify consumer motivation for playing online games.
6. Relate Targeting with Positioning.
7. Appraise the benefits of electronic consumer relationship management.
8. Diagnose measurement metrics for Facebook and Slide Share.

Section C

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

9. Explain the factors for the success of digital marketing.
10. Describe the distribution and implication of online marketing mix decisions.
11. Examine Metaverse marketing.
12. Access the process in electronic consumer relationship management.

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

13. Examine Digital brand analysis.
