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. - END SEMESTER EXAMINATIONS - NOV'2024
SEMESTER - I
24PCOET1A01 - Internet Marketing Avenues

Total Duration : 1 Hrs.30 Mins.   Total Marks : 40

Section B

Answer any **TEN** questions $(10 \times 2 = 20$ Marks)

1. How can selecting KPIs strategically provide actionable insights and help make data-driven decisions?

2. Give two strategies to build customers and engage them through Content marketing.

3. What are the benefits of using shoppable videos in your video marketing strategy?

4. What are the main goals of search engine optimization (SEO) in digital marketing?

5. What are the 4Cs framework for analyzing social media campaigns?

6. How can behavioural triggers be used to encourage desired actions from customers in digital marketing strategies?

7. How can marketing automation help nurture leads and improve audience engagement?

8. Provide an example of how marketing automation can be used to personalize content delivery.

9. Explain the importance to understand your audience when planning visualizations.

10. How does building graphs and charts in Excel aid in visualizing data and presenting insights to stakeholders? Explain any three ways.

11. Explain the purpose of creating a custom report in Google Analytics 4.

12. Explain briefly the concept of social media marketing and its importance in digital marketing.

Section C

Answer any **FOUR** questions $(4 \times 5 = 20$ Marks$)$

13. How can digital marketing analysts use search engine optimization (SEO) to improve marketing efforts?

14. How can you measure the effectiveness of your marketing efforts using analytics and measurement?

15. How can marketers ensure transparency and foster trust with customers when using AI and NLP?

16. Give an example of how social commerce strategies can drive sales and brand loyalty?

17. How could a company use market development to expand its customer base?

18. What are the ways you can leverage attribution insights for continuous improvement?

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