

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

**23PCOCT1003 - Digital Marketing**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Define Digital Marketing. Discuss the importance of digital marketing.
2. Explain the features of Consumer segmentation, targeting and positioning.
3. Compute the features of digital media channels.
4. Show the advantages and disadvantages of Search engine optimisation.
5. Explain how to handle the negative feedback and reviews of online consumers.
6. Classify the benefits and challenges of digital marketing applications.
7. Describe the website characteristics affecting online purchase decisions.
8. Examine the types of display advertising and search engine advertising.

### **Section C**

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

9. Explain the various factors for success of digital marketing.
10. Classify the various online marketing mix.
11. Determine the various social media marketing.
12. Examine the advantages and disadvantages of digital analytics.

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

13. Prepare the various stages of growth of digital marketing with suitable examples.

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