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 - NOV'2024
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. Interpret the growth of e-business to advanced e-commerce with examples.

2. Explain the digital media channels. Identify advantages and disadvantages.

3. Classify the benefits of electronic CRM.

4. Describe the Elements of Digital analytics.

5. Illustrate the online marketing mix.

6. Predict the strategies for running an effective ePR.

7. Explain the Web and consumer decision-making process.

8. Identify the advantages and disadvantages of digital media channel.

Section C

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

9. Illustrate the digital marketing applications in today's market with examples. List out its benefits and limitations.

10. Predict the present emerging opportunities for digital marketing professionals in various domains with examples.

11. Justify the various social media marketing to run an effective business. Give some trending examples of successful brands doing such marketing.

12. Discuss online consumer behaviour and electronic consumer relationship management in detail.

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

13. Interpret the gamification and game-based marketing. Compare the Brand share dimensions and brand audience dimensions.

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