

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.

B.Com. A&F - END SEMESTER EXAMINATIONS - NOV'2024  
SEMESTER - V

**24UAFET5B01- Digital Marketing and E-Commerce**

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

**Section B**

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

1. What is Social Media Marketing?
2. State the ways to collect customer data.
3. Explain the term dynamic marketing.
4. What do you mean by email marketing?
5. What is meant by data storytelling?
6. Explain the Effective Prompting for Generative AI.
7. What are the first 2 stages of marketing funnel?
8. What does e-commerce use to attract and retain customers?
9. Why is it crucial to define your target audience to conducting market research for an e-commerce business?
10. What are the challenges in email marketing?
11. State the first 2 stages of marketing funnel.
12. Explain two website design approaches.

**Section C**

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

13. Explain in detail about the five core pillars of social media marketing.
14. Compute some effective ways to visualize data and insights from marketing campaigns using spreadsheets and presentations.
15. Examine the roles played by AI in predicting consumer behaviour in digital marketing.
16. How to define your target audience, set clear goals for your campaigns, and choose the right metrics to measure success.
17. Differentiate SEO and SEM.
18. Compute the future potential of AI in digital marketing and e-commerce.

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