

II Semester M.Com. Examination, Nov./Dec. 2022

(CBCS Scheme) (2021-22)

COMMERCE

2.4 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer **all** the questions as per **instructions**.

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**
- Define digital marketing.
  - What is 'customer lifetime value' ?
  - Who are Millennials and Gen Z ?
  - What is a landing page ?
  - What is PPC in digital marketing ?
  - Name any four social media platforms.
  - What is web analytics ?
  - What is card abandonment rate ?
  - What is targeting ?
  - What is digital property ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- Discuss the importance of content management in SEO.
- How is email marketing beneficial ?
- How has digital marketing opened opportunities to micro enterprises ?

P.T.O.



- 5. Write a brief note on Knowledge Management and Data Warehousing.
- 6. Bring out the benefits and drawback of social media.
- 7. Explain the concept of affiliated marketing.

SECTION - C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

- 8. Elucidate the major e-commerce performance metrics that enables businesses to track their progress.
- 9. Elaborate the uses of Google analytics.
- 10. What is cyber crime ? Discuss the importance of cyber security.
- 11. Explain the concept of Instagram. Discuss its applications in digital marketing.

SECTION - D

Answer the following questions.

**(1×12=12)**

- 12. Give a detailed digital marketing plan for a firm which sells its products only in the online platform.