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**Roll No. ....**

## **BCH-401**

### **B. COM. (H) (FOURTH SEMESTER) END SEMESTER EXAMINATION,**

**June, 2023**

**DIGITAL MARKETING**

**Time : Three Hours**

**Maximum Marks : 100**

**Note : (i) All questions are compulsory.**

**(ii) Answer any *two* sub-questions among  
(a), (b) and (c) in each main question.**

**(iii) Total marks in each main question are  
twenty.**

**(iv) Each sub-question carries 10 marks.**

- 1. (a) Discuss the concept of reputation  
management and online PR with the help  
of relevant examples. (CO1)**

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- (b) Explain how digital marketing is more relevant than traditional marketing in education industry. (CO1)
- (c) Suppose you want to start a new company. Explain how can social media marketing play an important role in growth of your company. (CO1)
- 2. (a) Prepare a strategy showing how SEO can prove to be a game changer for any firm. (CO2)
- (b) Use relevant examples to explain the following : (CO2)
  - (i) AdSense
  - (ii) PPC
- (c) Use relevant examples to show how google analytics can be of immense help for a startup. (CO2)
- 3. (a) Explain how the change in mobile landscape has completely changed the way of marketing in India. (CO3)
- (b) Point out some legal implications of e-mail marketing in detail. (CO3)

(3)

- (c) Explain how E-mail marketing can benefit a firm in customer acquisition. (CO3)
- 4. (a) Assess the role of internet marketing in customer relationship management. Cite suitable examples. (CO4)
- (b) Critically analyze the role of big data in modern marketing. (CO4)
- (c) "Online retailing is the future of retailing." Critically analyze the statement citing suitable examples. (CO4)
- 5. (a) Formulate some common snares in digital marketing. (CO5)
- (b) Design a strategy showing that customization is the need of hour for internet of future. (CO5)
- (c) Write short notes on legal and ethical issues in digital marketing. (CO5)

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