II Semester M.Com. Examination, November/December 2023
(CBCS) (2020-21)
COMMERCE
Paper – 2.4 : Digital Marketing

Time : 3 Hours   Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks :

                                                                              (7×2=14)

   a) What is digital marketing ? Give examples of digital marketing.

   b) Define the term public relation.

   c) Give the meaning of data driven strategy.

   d) What is influences marketing ?

   e) Who are the stakeholders ?

   f) Expand ICANN.

   g) What is meant by positioning ?

   h) What is affiliate marketing ?

   i) Give the meaning of balanced scorecard.

   j) Mention the uses of LinkedIn ?

SECTION – B

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

2. Discuss the benefits and problems of digital marketing.

3. Explain the various components of SWOC analysis.

4. Briefly explain various types of data warehouses.

5. Give an overview of global E-marketing issues.

6. Discuss about CRM building blocks.

7. Briefly explain about digital property and online expression.

                                                                              P.T.O.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks :

(2×12=24)

8. Explain the difference between digital marketing v/s real marketing.

9. Bring out the benefits and drawback of content management concept.

10. Elaborate the use of google analytics.

11. Elucidate the concept of social application marketing. Discuss the uses of social application marketing.

SECTION – D

Compulsory skill based question :

(1×12=12)

12. A leading beverage company started in a humble way, through strategic planning and operationalization of its products, achieved an MNC status after two decades. It is now a near rival to the global brand coco-cola. The startup to an established company and brand status is owing to diversification of products and strategic alliances with local supply chain in different countries of the world. The company is now poised to go for digital campaign is the era of digital transformation and generation AI.

    Questions :

    1) List the strength and opportunities of the company.

    2) What are the Weaknesses and the threats of the company in view of the absence of data protection and widespread IPR infringement ? Comment.

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