

Enrollment No.....



Faculty of Commerce
End Sem Examination Dec-2023
CM3EC05 Internet & Digital Marketing

Programme: B.Com.

Branch/Specialisation: Commerce

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. How does the internet impact consumer needs? **1**
 (a) It has no impact on consumer needs
 (b) Reduces consumer choices
 (c) Expands consumer choices
 (d) Increases product prices
- ii. What is the main focus of Internet marketing? **1**
 (a) Traditional media (b) Print advertising
 (c) Online channels (d) Radio broadcasting
- iii. Which marketing approach involves creating and sharing content for the purpose of engaging current and potential customers? **1**
 (a) Search marketing (b) Mobile marketing
 (c) Video marketing (d) Social-media marketing
- iv. What is the primary focus of search marketing? **1**
 (a) Social media engagement
 (b) Improving website visibility on search engines
 (c) Email marketing
 (d) Mobile app development
- v. Which aspect of SEO focuses on optimizing the content and structure of a website's individual pages? **1**
 (a) Code optimizing (b) Inbound links
 (c) On-page SEO (d) Customer insights
- vi. What is the primary purpose of inbound links in SEO? **1**
 (a) Enhancing website aesthetics
 (b) Improving page load speed
 (c) Increasing website security
 (d) Boosting website authority and credibility

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- vii. Which marketing approach relies on individuals sharing information rapidly to create buzz and awareness? **1**
 (a) Integrated online marketing (b) Blogging
 (c) Viral marketing (d) Trust in Internet Marketing
- viii. What term refers to content created by consumers, such as reviews, testimonials, and social media posts? **1**
 (a) Social media listening (b) Consumer-generated content
 (c) Viral marketing (d) Blogging
- ix. What term refers to the return on investment (ROI) of digital marketing strategies? **1**
 (a) Digital Transformation (b) Reputation Management
 (c) Online P.R (d) ROI of Digital Strategies
- x. Which aspect of digital marketing focuses on shaping and maintaining a positive image of a brand online? **1**
 (a) Digital Leadership Principles
 (b) Reputation Management
 (c) Online P.R
 (d) How Digital Marketing is adding value to business
- Q.2 i. Discuss the influence of Internet on consumer needs. **2**
 ii. Elaborate on the objectives of online marketing. **3**
 iii. What factors influence consumers when making online purchasing decisions? **5**
- OR iv. How can businesses leverage online platforms to gather valuable insights about their target audience and market trends? **5**
- Q.3 i. Explore the role of mobile marketing in the contemporary business landscape. **4**
 ii. How does the quality and relevance of content impact a brand's image, and consequently, its sales? **6**
- OR iii. Discuss the use of marketing analytic tools in segmentation, targeting, and positioning. **6**
- Q.4 i. Explore key SEO concepts and elaborate on their importance in optimizing a website. **4**
 ii. Discuss the different types of SEO. Explain SEO process in detail. **6**
- OR iii. How keyword research plays its role in search engine optimization? **6**

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- Q.5 i. How does consumer-generated content impact brand perception and influence the purchasing decisions of other consumers? **4**
 ii. Examine the principles of viral marketing and its impact on brand visibility. **6**
- OR iii. Examine the ethical and legal issues associated with online marketing. **6**
- Q.6 Attempt any two:
 i. Explain digital leadership principles in context of designing digital organization in detail. **5**
 ii. Discuss the concept of ROI in the context of digital strategies. **5**
 iii. Explore the process of evaluating the cost effectiveness of digital strategies. **5**

Scheme of Marking

Internet & Digital Marketing (T) – CM3EC05 (T)

Q.1	i)	C. Expands consumer choices	1
	ii)	C. Online channels	1
	iii)	D. Social-media marketing	1
	iv)	B. Improving website visibility on search engines	1
	v)	C. On-page SEO	1
	vi)	D. Boosting website authority and credibility	1
	vii)	C. Viral marketing	1
	viii)	B. Consumer-generated content	1
	ix)	D. ROI of Digital Strategies	1
	x)	B. Reputation Management	1
Q.2	i.	Discuss the influence of Internet on consumer needs. 2 points 1 mark each	2
	ii.	Elaborate on the objectives of online marketing. 3 points 1 mark each	3
	iii.	What factors influence consumers when making online purchasing decisions? 5 points 1 mark each	5
OR	iv.	How can businesses leverage online platforms to gather valuable insights about their target audience and market trends? As per explanation	5
Q.3	i.	Explore the role of mobile marketing in the contemporary business landscape. 4 points 1 mark each	4
	ii.	How does the quality and relevance of content impact a brand's image, and consequently, its sales? As per explanation	6
OR	iii.	Discuss the use of marketing analytic tools in segmentation, targeting, and positioning. 2 points each (segmentation, targeting & positioning)	6
Q.4	i.	SEO definition Their importance in optimizing a website	1 marks 3 marks
	ii.	Different types of SEO SEO process	2 marks 4 marks
OR	iii.	How keyword research plays its role in search engine optimization 1 mark for each points	6 (1 mark * 6)

Q.5	i.	How does consumer-generated content impact brand perception and influence the purchasing decisions of other consumers? As per explanation	4
	ii.	Examine the principles of viral marketing and its impact on brand visibility. 3 marks for principles and 3 marks for impact	6
OR	iii.	Ethical issues associated with online marketing Legal issues associated with online marketing	3 marks 3 marks
Q.6	i.	Explain digital leadership principles in context of designing digital organization in detail. As per explanation	5
	ii.	Discuss the concept of ROI in the context of digital strategies. As per explanation	5
	iii.	Explore the process of evaluating the cost effectiveness of digital strategies. 4 marks for process and 1 mark for process diagram	5
