

- ii. What do you understand by integrated online marketing? Discuss the advantages. **6** 2 9 4
- OR iii. Discuss the role of ethical and legal issues in marketing. **6** 4 10 4
- Q.6 Attempt any two:
- i. How digital marketing is adding value to business? **5** 2 3 5
- ii. Explore the process of evaluating the cost effectiveness of digital strategies. **5** 3 9 5
- iii. What are the digital leadership principles? Explain. **5** 2 7 5

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Commerce
End Sem Examination Dec 2024
CM3EC05 Internet & Digital Marketing

Programme: B.Com. (Hons.) 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.

- | | | Marks | BL | PO | CO | PSO |
|--------|---|-------|----|----|----|-----|
| Q.1 i. | Social media has impacted consumer needs by creating a greater desire for: | 1 | 1 | 3 | 1 | |
| | (a) Privacy in purchasing decisions | | | | | |
| | (b) Standardized, mass-market products | | | | | |
| | (c) Social proof, peer reviews, and influencer recommendations | | | | | |
| | (d) Discounts without any online interactions | | | | | |
| ii. | What is the most common reason consumers choose to shop online? | 1 | 1 | 3 | 1 | |
| | (a) Lack of product variety | | | | | |
| | (b) Convenience and time-saving | | | | | |
| | (c) High shipping fees | | | | | |
| | (d) Limited payment options | | | | | |
| iii. | Which of the following is a popular tool for mobile marketing? | 1 | 1 | 9 | 2 | |
| | (a) SMS (Short Message Service) | | | | | |
| | (b) Printed flyers | | | | | |
| | (c) Radio ads | | | | | |
| | (d) Desktop email campaigns | | | | | |
| iv. | Which platform is commonly used for managing paid search advertising campaigns? | 1 | 1 | 7 | 2 | |
| | (a) Facebook ads manager | | | | | |
| | (b) Google ads | | | | | |
| | (c) LinkedIn analytics | | | | | |
| | (d) Pinterest | | | | | |


[2]

- v. What is the main purpose of SEO? **1** 2 9 3
 (a) To make websites look good
 (b) To increase visibility and ranking of a website on search engine results pages (SERPs)
 (c) To drive offline store traffic
 (d) To increase the website's download speed
- vi. Which type of SEO involves optimizing individual pages on a website? **1** 2 9 3
 (a) On-page SEO
 (b) Off-page SEO
 (c) Black-hat SEO
 (d) White-hat SEO
- vii. What is the primary purpose of social media marketing? **1** 1 3 4
 (a) To develop a personal blog
 (b) To increase brand awareness, engagement, and reach through social media platforms
 (c) To create traditional print ads
 (b) To develop only e-commerce sites
- viii. Which of the following is a primary metric to measure the success of a social media campaign? **1** 1 3 4
 (a) Email response rate
 (b) Conversion rate
 (c) Product cost
 (d) Print advertisement reach
- ix. Which of the following is a key component of Online PR? **1** 1 7 5
 (a) Offline direct mail
 (b) Social media engagement and online reputation management
 (c) Door-to-door sales
 (d) Newspaper articles only

[3]

- x. Which metric is commonly used to evaluate the cost-effectiveness of a paid digital ad? **1** 1 3 5
 (a) CPM (Cost per Thousand Impressions)
 (b) CPC (Cost per Click)
 (c) CPL (Cost per Lead)
 (d) All of these
- Q.2 i. What is digital marketing? **2** 1 3 1
 ii. Briefly explain the objectives of online marketing. **3** 2 9 1
 iii. Are consumers concerned about privacy in exchange for personalization, and how does this impact their online shopping behaviour? **5** 2 1 1
- OR iv. How has the internet changed consumer expectations for product information and transparency? How are companies adapting to meet these needs? **5** 2 3 1
- Q.3 i. How does the alignment between brand identity and content impact consumer perception? **4** 1 3 2
 ii. What is the use of marketing analytic tools in segmentation, targeting, and positioning? **6** 1 9 2
- OR iii. How do brands use social media to enhance customer service, and what strategies improve response times and satisfaction? **6** 2 10 2
- Q.4 i. What are the best strategies to attract inbound links? **3** 1 3 3
 ii. Describe about the Search engine optimization (SEO) elements. **7** 2 3 3
- OR iii. What are the key components of a successful SEO process from keyword research to performance analysis? **7** 3 3 3
- Q.5 i. What is social media listening and how it works? **4** 1 3 4

Scheme of Marking

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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	(c) Social proof, peer reviews, and influencer recommendations	1
	ii)	(b) Convenience and time-saving	1
	iii)	(a) SMS (Short Message Service)	1
	iv)	(b) Google Ads	1
	v)	(b) To increase visibility and ranking of a website on search engine results pages (SERPs).	1
	vi)	(a) On-page SEO	1
	vii)	(b) To increase brand awareness, engagement, and reach through social media platforms	1
	viii)	(b) Conversion rate	1
	ix)	(b) Social media engagement and online reputation management	1
	x)	(d) All of the above	1
Q.2	i.	Defination./ Meaning of digital marketing	2
	ii.	objectives (atleast three) with Explain	3
	iii.	opinion with logic (1) mark + Impacts with Explain 4 marks	5
OR	iv.	Internet impact on information & transparency (3) mark needs adaptation by company (2) mark	3+2

Q.3	i.	Brand identity impact 2 mark Content impact 2 mark	4
	ii.	marketing tools (atleast 6)	6
OR	iii.	use of social media for customer service 3 mark Strategies (atleast 3) or Explanation 3 mark	6
Q.4	i.	Strategies (atleast 3) or Explanation	3
	ii.	SEO Elements (atleast 5) with Explanation	7
OR	iii.	Key components of SEO process with explanation (atleast 5)	4
Q.5	i.	SML meaning 2 mark working 2 mark	4
	ii.	Meaning of Integrated online marketing 2 mark Advantages (atleast 4) 4 mark	6
OR	iii.	Integrated online marketing meaning 2 mark Advantages (atleast 4) 4 mark	6
Q.6	i.	Adding value meaning 1 mark Points with explanation 4 mark	5
	ii.	Process of Evaluation of Cost Effectiveness	5
	iii.	atleast 5 principles of digital leadership	5

Q.4 OR → 1. Identify target audience
2. Keyword analysis
3. Optimization content
4. Search Engine ranking
5. Google analytics
6. Conversion rate optimization
7. Refine keyword list
8. meta description
9. speed optimization
which candidate understands

Q.5 OR → 6 mark.
Detail description on
role of ethical &
legal issue. 6 mark

Q.6 (1) Meaning of adding value (1) mark
(Hault) 4 points

- 1) Increase online visibility
- 2) Target advertising
- 3) Cost-effective
- 4) Measurable Result
- 5) Competitive advantages
- 6) Improve Customer Engagement
- 7) Increase Conversion
- 8) Better Brand awareness
- 9) Better Customer insight
- 10 Real time feedback
- 11 Increase website traffic
- 12) Improve social media presence

Q.6 (2) Process

- 1) Define objective
- 2) Performance Indicators
- 3) Cost of digital strategies
- 4) measurement of ROI
- 5) Analyse and compare Result
- 6) Refine and optimize digital strategies