



**II Semester M.Com. Degree Examination, August/September 2025**  
**(CBCS Scheme) (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)
- What do you mean by Performance Metrics in Digital Marketing ?
  - What is Organic Traffic ?
  - State two objectives of E-Marketing.
  - What is meant by Affiliate Marketing ?
  - Write any two functions of Distribution Channel in Digital Marketing.
  - What do you mean by Web Analytics ?
  - Mention any two types of Online Consumers.
  - Define technological readiness in E-Marketing.
  - What is content governance ?
  - What do you understand by data democratization ?

**SECTION – B**

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

- Explain the role of balanced scorecard in evaluating digital marketing performance.
- Critically examine the influence of online advertising strategies on customer buying patterns.
- Write a note on Real-Space approaches in digital marketing.
- Explain the concept and benefits of Integrated Marketing Communication (IMC).
- Analyse the role of customer loyalty programs in enhancing online business performance.
- Evaluate the impact of unethical digital marketing practices on brand reputation and customer relationship.

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## SECTION – C

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

8. Explain different digital business models with suitable examples.
9. Discuss the role of social media strategies in customer acquisition and retention.
10. Explain the elements of a Data-Driven digital marketing strategy and its benefits.
11. Evaluate the impact of technological barriers and legal regulations on the growth of emerging digital marketing practices.

## SECTION – D

12. Answer the following question. **(1×12=12)**

A tech. start-up, FreshBasket, is preparing to launch a new mobile app for online grocery shopping. The app promise to deliver fresh produce and household essentials within two hours of placing an order. The start-up aims to target urban professionals and households in metro cities.

The company plans to use digital marketing as its primary channel for customer acquisition due to its limited offline presence and marketing budget. They are considering methods like SEO, content marketing, social media ads and email campaigns but are uncertain about where to begin and how to allocate resources.

The grocery delivery market is highly competitive with big players like BigBasket, Blinkit and Swiggy Instamart. These competitors already have a strong brand presence and loyal customer base. Therefore, FreshBasket needs innovative strategies to differentiate itself, increase app downloads, and retain customers in a competitive environment.

The management team is particularly concerned about measuring the effectiveness of their campaigns. They want to ensure that every rupee spent brings measurable results in terms of customer acquisition, engagement, and retention.

As a digital marketing strategist, you are asked to develop an initial plan focusing on cost-effective techniques that ensure maximum reach and engagement for the launch phase.

- a) What digital marketing strategies should FreshBasket adopt to acquire new customers quickly ?
  - b) How can SEO and content marketing help in increasing the app's visibility and organic traffic ?
  - c) Suggest three measurable Key Performance Indicators (KPIs) to track the success of the digital marketing campaign.
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