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|  | | **Course Code :** |
| **J.K.K. NATARAJA COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**  **KOMARAPALAYAM- 638 183** | | |
| **B.A./B.Sc./B.Com./BCA/BBA/M.A./M.Sc/M.Com/&MCA DEGREE MODEL EXAMINATION November/APRIL 202**  (First semester) | | |
| **Course Name** | | |
| Time: 3 Hrs | Max. Marks : 75 marks | |
| **PART- A (15 x 1 = 15)**  **Answer ALL questions. Choose the correct answers** | | |

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| 1. | What does the transition from traditional to digital marketing signify?  - a) Shift in consumer behavior  - b) Emergence of e-commerce platforms  - c) Rise of print media marketing  - d) Decline of social media | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 2. | Which of the following is a key factor in the success of digital marketing?  - a) Traditional retail expansion  - b) Effective content curation  - c) Website design complexity  - d) In-person sales pitches | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 3. | What are the benefits of utilizing Big Data and IoT in digital marketing?  - a) Enhanced offline sales  - b) More precise customer targeting  - c) Reduction in advertising costs  - d) Increased dependence on physical stores | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 4. | Which element is not part of the online marketing mix?  - a) E-product  - b) E-segmentation  - c) E-promotion  - d) E-place | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 5. | What factor primarily affects online purchase decisions?  - a) Customer's physical location  - b) Website characteristics  - c) Packaging design  - d) In-store customer service | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 6. | What does the concept of "digitization" in marketing refer to?  - a) Transition from digital to traditional media  - b) Use of digital data for marketing decisions  - c) Rebranding of offline stores  - d) Enhancing the visual appeal of products | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 7. | Which is a digital media channel used for viral marketing?  - a) Physical mailers  - b) Social media platforms like Facebook and Twitter  - c) Television advertisements  - d) Newspaper classifieds | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 8. | What is the primary goal of search engine marketing (SEM)?  - a) Increase offline store footfall  - b) Boost search engine ranking and visibility  - c) Improve print media sales  - d) Enhance billboard visibility | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 9. | Which marketing tool uses email as a primary method for customer engagement?  - a) Affiliate marketing  - b) Opt-in email marketing  - c) Interactive display advertising  - d) SMS text messaging | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 10. | Online consumer behavior is heavily influenced by:  - a) Offline shopping experiences  - b) Cultural implications of key website characteristics  - c) Store ambiance  - d) Quality of face-to-face interactions | | | |
|  | a |  | c |  |
|  | b |  | d |  |
| 11. | Which model helps understand how consumers behave during website visits?  - a  - c | | | |
|  | a | ) Physical store layout  - b) | c | ) In-store customer flow  - d) |
|  | b | Online consumer visit dynamics | d | Traditional shopping models |
| 12. | What plays a major role in web and consumer decision-making processes?  - a - c) | | | |
|  | a | ) Website's aesthetic design  - b) | c | Store display patterns  - d) |
|  | b | Electronic consumer relationship management (CRM) | d | Physical customer service staff |
| 13. | What is a component of digital analytics?  - a)  - c) | | | |
|  | a | Customer reviews  - b) | c | Measurement framework  - d |
|  | b | Social media likes | d | ) Print advertisements |
| 14. | What is the purpose of brand audience analysis in digital analytics?  - a)  - c) | | | |
|  | a | To create more physical stores  - b) | c | To reduce online engagement  - d) |
|  | b | To understand audience behavior and preferences | d | To improve in-store customer interactions |
| 15. | Gamification in marketing involves:  - a)  - c | | | |
|  | a | Encouraging customers to play online games  - b | c | ) Creating physical rewards for customers  - d) |
|  | b | ) Incorporating game-based elements in marketing strategies | d | Reducing online activities |
| **PART- B (2 x 5 = 10 marks)**  **Answer Any TWO questions.** | | | | |
| 16. |  | Discuss the emergence of digital marketing as a tool and its benefits. | | |
| 17. |  | Explain the concept of e-product and how it impacts online marketing strategies. | | |
| 18. |  | Evaluate the advantages and disadvantages of social media channels like Facebook and Instagram for marketing campaigns. | | |
| 19. |  | Discuss the cultural implications of website design on online consumer behavior. | | |
| 20. |  | What are the key components of a digital brand analysis? How do they contribute to overall marketing effectiveness? | | |
| **PART- C (5 x 10 = 50)**  **Answer ALL questions.** | | | | |
| 21. | a | Compare and contrast traditional and digital marketing. Discuss the factors influencing the success of digital marketing. | | |
|  |  | OR | | |
|  | b | Analyze the role of Big Data and IoT in the development of hyperlocal marketing strategies. | | |
| 22. | a | Discuss the online marketing mix with a focus on how consumer segmentation and targeting influence online purchase decisions. | | |
|  |  | OR | | |
|  | b | Examine the implications of digitization on online marketing mix decisions, with examples. | | |
| 23. | a | Explore the role of social media and viral marketing in digital campaign management. How have platforms like Twitter and Snapchat transformed digital marketing? | | |
|  |  | OR | | |
|  | b | Evaluate the emerging trend of metaverse marketing. What are the key advantages and disadvantages? | | |
| 24. | a | Describe the dynamics of online consumer visits and how websites can be optimized for consumer engagement. | | |
|  |  | OR | | |
|  | b | Explain the importance of next-generation CRM in managing online consumer relationships and decision-making processes. | | |
| 25. | a | Explain the concept of gamification in marketing. How does it influence consumer behavior and brand engagement? | | |
|  |  | OR | | |
|  | b | Discuss how digital analytics frameworks are used to measure the effectiveness of social media campaigns. What role do peer reviews and earned social metrics play in this analysis? | | |