



II Semester M.Com. Examination, Nov./Dec. 2022
(CBCS Scheme) (2021-22)
COMMERCE
2.4 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the questions as per *instructions*.

SECTION – A

1. Answer **any seven** questions out of ten. Each question carries **two** marks. (7×2=14)
- Define digital marketing.
 - What is 'customer lifetime value' ?
 - Who are Millennials and Gen Z ?
 - What is a landing page ?
 - What is PPC in digital marketing ?
 - Name any four social media platforms.
 - What is web analytics ?
 - What is card abandonment rate ?
 - What is targeting ?
 - What is digital property ?

SECTION – B

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

- Discuss the importance of content management in SEO.
- How is email marketing beneficial ?
- How has digital marketing opened opportunities to micro enterprises ?



5. Write a brief note on Knowledge Management and Data Warehousing.
6. Bring out the benefits and drawback of social media.
7. Explain the concept of affiliated marketing.

SECTION – C

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

8. Elucidate the major e-commerce performance metrics that enables businesses to track their progress.
9. Elaborate the uses of Google analytics.
10. What is cyber crime ? Discuss the importance of cyber security.
11. Explain the concept of Instagram. Discuss its applications in digital marketing.

SECTION – D

Answer the following questions.

(1×12=12)

12. Give a detailed digital marketing plan for a firm which sells its products only in the online platform.
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