



PG – 654

**II Semester M.Com. Examination, November/December 2023
(CBCS) (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 is digital marketing ? Give examples of digital marketing.
 - Define the term public relation.
 - Give the meaning of data driven strategy.
 - What is influences marketing ?
 - Who are the stakeholders ?
 - Expand ICANN.
 - What is meant by positioning ?
 - What is affiliate marketing ?
 - Give the meaning of balanced scorecard.
 - Mention the uses of LinkedIn ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks : **(4×5=20)**
- Discuss the benefits and problems of digital marketing.
 - Explain the various components of SWOC analysis.
 - Briefly explain various types of data warehouses.
 - Give an overview of global E-marketing issues.
 - Discuss about CRM building blocks.
 - Briefly explain about digital property and online expression.

P.T.O.

