PG – 1314

VISHWA CHETHANA DEGREE COLLEGE Bhekal - 562106

II Semester M.Com. Degree Examination, October/November 2024
(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)

   a) Give the meaning Omni channel marketing.
   b) What do you mean by organic traffic ?
   c) What do you understand about performance metrics ?
   d) Mention any four examples for internet products.
   e) State the meaning of web navigation.
   f) Write a note on first price sealed Bid Auction.
   g) Explain content governance.
   h) Give the meaning of data democratization.
   i) Who is a suspicious customer ?
   j) Define is web analytic.

SECTION – B

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

2. What is a digital business model ? Explain the stages of implementing a digital business model.

3. How internet will change the pricing strategies of a product ?

4. "Really digital marketing helps to cut down the cost of acquiring new customers" How ?

5. "Technology improvement offers different techniques to marketing digitally". Discuss.

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6. Write a short note on content management.

7. What is digital divide ? Explain the ethical issues in digital divide.

SECTION – C

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

8. Measurement of customer value is very important for every business. Why ? How a business can improve their customer value in this digital era ?

9. Social media marketing is suitable for all types of business to attract more customers. Why and how ?

10. Can effective CRM strategy result in developing customer loyalty ? Explain.

11. What is third party payment ? Explain different third parties providing payment and receipt services.

SECTION – D

Compulsory Skill based question on subject. **(1×12=12)**

12. E-commerce transaction in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set grow and beat the records considering the recent show of strengths of several E-commerce companies of India Inc in their capability to raise funds fund as well. Flipkart one of the leading E-commerce company head quartered in Bengaluru, Karnataka. The over all brand value of Flipkart is good, but in India, it is the most superior E-Business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from going and shopping from physical stores to online stores, which is enormous.

    a) Discuss the Initial challenges faced by Flipkart.

    b) How Flipkart succeeded in Building the trust of online customer ?

    c) How can social media can be used to increase the market share of the brand ?