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II Semester M.Com. Degree Examination September/October - 2024

COMMERCE
Digital Marketing
(CBCS Scheme)
Paper : 2.4

Time : 3 Hours**Maximum Marks :70****SECTION - A****Answer any Seven questions out of Ten. Each question carries Two marks.****(7×2=14)**

1. a) Define Digital Marketing.
- b) What is Balanced Score Card?
- c) What is meant by Search Engine Optimization?
- d) Define Business Model.
- e) What is Google Ad words.
- f) Define Integrated Marketing Communication (IMC).
- g) Give the meaning customer Relationship Management?
- h) State the importance knowledge Management Metrics.
- i) What is a Data Warehouse?
- j) What do you understand by Digital Property?

**SECTION - B****Answer any Four question out of Six. Each question carries Five marks. (4×5=20)**

2. Briefly explain any two factors that have made. digital marketing take over the traditional marketing.
3. Briefly explain Search Engine Optimization (SEO).
4. Write a note on Affiliated marketing

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5. Write a note on Digital Media Networks.
6. Explain the role of AI in Digital Marketing.
7. Write a note on
 - a) On page and off page optimization.
 - b) Difference between black hat and White hat SEO.

SECTION - C

Answer any TWO questions out of Four. Each question carries Twelve Marks.

(2×12=24)

8. Explain Digital Business Models.
9. Explain the components of Digital Marketing Strategy.
10. What is relationship marketing? Explain the three Pillars of relationship marketing.
11. Explain the opportunities for building Brand Website.

SECTION - D

Answer the following question.

(1×12=12)

12. Zomato is an Indian group founded by two IIT graduates, Deepinder Goyal, and Pankaj Chaddah, in Delhi NCR in 2008. Once Deepinder saw his colleagues ordering food from different restaurants. That was when Deepinder came up with bringing these restaurant menus online. One day they noticed their colleagues standing in a long queue in the cafeteria waiting for lunch. So they thought about how much time people could save if they did not have to wait and get their favorite food delivered to their doorstep whenever required. The success of Zomato lies in its unique Business Model. Zomato is an app whose business model works around food supply online, providing knowledge, user reviews, and menus of partner restaurants. This online food delivery app provides a discount to advertise its usage and improve its customer base, considering the tough competition in the market. It's mainly a selling strategy. Zomato is active on Twitter, Instagram, and Facebook. Zomato's digital marketing strategies keep on getting adjusted with new trends emerging. They find new methods to attract customers' attention.

Questions:

- a) How did they manage to achieve this success?
- b) What did they do to improve their customer base?
- c) What was Zomato's marketing strategy which they used to attract customers?