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II Semester M.Com. Degree Examination, October - 2023

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) State the meaning of Click Through Rate
- b) State any two Marketing Performance Indicators.
- c) Expand ICANN and CPC.
- d) What is search engine Optimization?
- e) Give the meaning of Black Hat.
- f) Mention any three pillars of Relationship Marketing.
- g) Give the meaning of Crawler.
- h) What do you mean by Category Performance Ratio?
- i) What do you mean by Pay Per Click?
- j) Expand and write the meaning of UX.

SECTION - B

Answer any Four questions out of six. Each question carries Five marks: (4×5=20)

2. "Digital marketing Changed the world." Do you agree? Explain.
3. "Customer loyalty is something all companies should aspire". Why?
4. What are Performance metrics? Explain its importance.
5. Write a note on Affiliated marketing.

[P.T.O.]



6. Differentiate between traditional marketing and Digital marketing.
7. Why are millennial and Gen Z important market segments for Digital marketers? Describe the traits of the millennial market segment.

SECTION - C

Answer any Two questions out of Four Each question carries Twelve marks:

(2×12=24)

8. Explain Optimization techniques with examples.
9. Describe how customers and companies are becoming interconnected. Explain the trends that are driving shifts from traditional marketing practices to digital marketing practices.
10. Explain in detail the pricing strategies in Digital marketing.
11. How effectively does CRM help Business? State the rules for CRM Success.

SECTION - D

12. Compulsory Skill based Questions.

(1×12=12)

Ricefully Yours was crafted to build awareness about the Basmati variants of fortune Foods, for which the brand chose a content marketing strategy driven through a portal: The idea was to ask people what is their signature dish, or dish they are known for, and then tell them which type of Basmati would go well with it. The brand teamed with Chef Pranav Joshi who would visit lucky people to taste their signature dish at home, while the portal housed interesting videos and facts about basmati rice, social media channels were used to drive traffic to the site. Through Digital media, Fortune Foods intends to spread the word with engaging visuals.

- a) As a digital marketer explain what are the key advertising objectives to promote this Campaign are.
 - b) How would you use Instagram as a platform to promote the campaign?
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