

(For the candidates admitted from 2024-2025 onwards)

M.Com DEGREE EXAMINATION, MAY 2025.

First Semester

DIGITAL MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. State any two reasons for the rise of internet.
2. What is known as digital marketing channel?
3. State the meaning of the term E-Product.
4. What is digitization?
5. Explain the term ePR.
6. What do you mean metaverse Marketing?
7. What is online consumer visit?
8. Explain the term data base marketing.
9. What is digital analytics?
10. Write a brief note on Linked In.

PART B — (3 × 5 = 15 marks)

Answer any THREE questions.

11. Why digital marketing is emerging today as a marketing tool?
12. What are the online shopping issues faced by the consumers today?
13. Explain social media and viral marketing.
14. Discuss web and consumer decision making process.
15. Explain gamification and game based marketing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) Illustrate the growth of e-business to advanced e-commerce model today.

Or

- (b) Examine the role of digital marketing professionals and opportunities in modern times.

17. (a) Explain in detail the concept of online marketing mix.

Or

- (b) How digitization influence online marketing decisions?

18. (a) Write short note on the following terms.

- (i) Affiliate Marketing
- (ii) Snapchat

Or

- (b) List out the merits and demerits of digital marketing channels.

19. (a) Discuss the cultural implication of Key website characteristics.

Or

- (b) Explain electronic consumer relationship management.

20. (a) Discuss the measurement metrics for facebook and slide share

Or

- (b) Explain consumer motivation for playing online games.
