Reg. No.: | | | | | | | |

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

PG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.
(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: M.Com.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	CORE-2	P23CO102	DIGITAL MARKETING

Date : 06.11.2024/AN   **Time : 3 hours**   **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	**SECTION – A (10 X 1 = 10 Marks)** **Answer ALL Questions.**
CO1	K1	1.	Which of the following is the correct depiction of Digital Marketing? a) E-mail Marketing b) Social Media Marketing c) Web Marketing d) All of the above
CO1	K2	2.	Which of the following is incorrect about digital marketing a) Digital marketing can only be done offline b) Digital marketing cannot be done offline c) Digital marketing requires electronic devices for promoting goods and services. d) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing
CO2	K1	3.	What is the main goal of affiliate marketing? a) To earn a commission by promoting other companies products or services b) To create a network of marketing professionals c) To build an email subscriber list d) To increase website traffic through social media
CO2	K2	4.	Which tool is commonly used for email marketing automation? a) Mailchimp b) Adobe Photoshop c) Google Docs d) Trello
CO3	K1	5.	What does SEM stand for in digital marketing? a) Strategic Event Management b) Social Engagement Marketing c) Search Engine Marketing d) Search Engine Management
CO3	K2	6.	What is a "social media influencer"? a) A tool for managing social media posts b) A platform that allows users to share content c) Someone with a significant online following who influences the behaviour or opinions of others d) An ad format on social media
CO4	K1	7.	What is the primary purpose of "customer relationship management" (CRM) software in digital marketing? a) To manage and analyze customer interactions and data throughout the customer lifecycle b) To track website traffic c) To create social media content d) To design email marketing campaigns
CO4	K2	8.	What does "customer lifetime value" (CLV) measure in digital marketing? a) The total value a customer generates for a business over their entire relationship b) The number of repeat purchases by a customer c) The cost of acquiring a new customer d) The revenue generated by a marketing campaign

Course Outcome	Bloom's K-level	Q. No.	
CO5	K1	9.	What is a common use of Google Analytics? a) To measure website traffic and user behaviour b) To manage social media posts c) To create email marketing campaigns d) To design websites
CO5	K2	10.	What does "influencer marketing" entail in digital marketing? a) Collaborating with individuals who have a large online following b) Using social media platforms for advertising c) Creating a viral marketing campaign d) Developing a digital marketing strategy
Course Outcome	Bloom's K-level	Q. No.	**SECTION – B (5 X 5 = 25 Marks)** Answer __ALL__ Questions choosing either (a) or (b)
CO1	K2	11a.	write a note on Digital market channel. **(OR)**
CO1	K2	11b.	Describe the benefits of Digital market application.
CO2	K2	12a.	Discuss the components of E- promotion in digital marketing. **(OR)**
CO2	K2	12b.	Discover the Consumer segmentation in digital marketing.
CO3	K3	13a.	Determine the various steps involved in Search engine marketing. **(OR)**
CO3	K3	13b.	Construct the benefits of E-mail marketing.
CO4	K3	14a.	Collect the online consumer behaviour process in digital marketing. **(OR)**
CO4	K3	14b.	Determine the Web and consumer decision market process.
CO5	K4	15a.	Evaluate Digital analytics concept. **(OR)**
CO5	K4	15b.	Give the benefits of Digital brand analyse.

Course Outcome	Bloom's K-level	Q. No	**SECTION – C (5 X 8 = 40 Marks)** Answer __ALL__ Questions choosing either (a) or (b)
CO1	K4	16a.	Examine the various Factors of success of digital marketing **(OR)**
CO1	K4	16b.	Commend the various opportunities available in the digital marketing professional
CO2	K5	17a.	Defend the online shopping issues faced by the consumer in the digital marketing. **(OR)**
CO2	K5	17b.	Measure the opinion about Distribution and implication on online marketing mix decision.
CO3	K5	18a.	Recommend the Advantages and disadvantages of digital media channel. **(OR)**
CO3	K5	18b.	Justify that the Metaverse marketing is the future marketing in digital marketing.
CO4	K5	19a.	Analyse the electronic consumer relationship management. **(OR)** Recommend the various factors of Next generation CRM.
CO4	K5	19b.	
CO5	K6	20a.	Create a Word of mouth strategy for Market influence analytics. **(OR)**
CO5	K6	20b.	Prepare the Gasification and game based marketing benefits