Reg. No. ☐☐☐☐☐☐☐☐

II Semester M.Com. Degree Examination, August/September - 2025

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) What is Balanced Score Card?

   b) What do you mean by Conversion Rate?

   c) Give the meaning of Search Engine Optimization(SEO).

   d) What is Product on Internet?

   e) What is Data Warehouse?

   f) What is Quick Commerce?

   g) What is E-CRM system?

   h) Give the meaning of Web Analytics.

   i) What do you mean by; Quadratic effect of flow?

   j) State any two emerging issues in Digital Marketing.

SECTION - B

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

2. Write the importance of Strategic planning in Digital Marketing.

3. Explain in brief the different Supply chain strategies.

4. Write in Brief issues of Global e-marketing.

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5. What is Social Media Performance Metrics? Explain.

6. What is ICANN? Explain its Jurisdiction and Fraud.

7. Discuss in detail the problems of Digital Marketing.

SECTION - C

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

$$(2 \times 12 = 24)$$

8. Explain in detail the various techniques of Digital Marketing.

9. Discuss in detail the Buyer and Seller perspectives on pricing.

10. Explain in detail the Three Pillars of Relationship Marketing.

11. Discuss in detail the tools and content strategies of SEO.

SECTION - D

Answer the following question. This question carries Twelve marks. $(1 \times 12 = 12)$

12. In 2024, Alpha, a value-fashion retail brand launched a hyperlocal digital marketing campaign targeting college students in Tier-2 cities. The brand used Instagram Reels, local influencers, and geotargeted ads to promote its latest affordable fashion line. Alpha partnered with micro-influencers who styled their outfits under Rs.999 and posted short video reviews. The campaign emphasized affordability, trendiness, and accessibility, leading to a 35% increase in football and a 25% rise in online engagement in the target regions within two months. The success highlighted the power of influencer marketing combined with location-based digital strategies.

    Questions:

    a) What digital marketing strategies did Alpha in the campaign?

    b) How did influencer marketing contribute to the success of the campaign?

    c) Suggest one additional digital marketing tool Alpha could use and justify your answer.