

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – COMMERCE (RETAIL MARKETING)

DISCIPLINE SPECIFIC ELECTIVE – I: DIGITL MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Which of the following is not a type of digital marketing activity?
(i) e-marketing (ii) Social marketing
(iii) Print advert (iv) Internet marketing.
2. With more and more wireless handheld dives there are significant opportunities for the growth of which type of sector?
(i) M-commerce (ii) Banking
(iii) E-commerce (iv) Commerce
3. Which of the following are online advertising methods through which advertisers attempt to drive traffic to Internet sites.
(i) Banner (ii) SEO
(iii) CPC (iv) CPM
4. Which type of E - Commerce is tenders and submission of application?
(i) b2b (ii) b2b
(iii) g 2 c (iv) g2 b
5. _____ is a system of interconnected electronic components or circuits.
(i) Electronic Network (ii) Marketplaces
(iii) Electronic Markets (iv) Metamarkets
6. In which form should the E-market be to make the buyers and sellers meet which are from the same industry?
(i) Inclined form (ii) Integrated form
(iii) Vertical form (iv) Horizontal form
7. What is SEM.
(i) Search Engine Marketing (ii) Search Engine Meta tag
(iii) Security Engine marketing (iv) Search Engine Meeting
8. Which is the common form of delivery channel of mobile marketing?
(i) Text (ii) Voice call
(iii) Graphic (iv) Search engine marketing
9. Which of the following is NOT a Social Media Platform?
(i) Facebook (ii) Twitter
(iii) Instagram (iv) Google
10. Which of the following is not a party of SCM?
(i) Suppliers (ii) Manufacturer
(iii) Distributors (iv) Customers

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Bring out are the benefits of e-commerce?
OR
b Write a note on EDI communication process.
- 12 a Describe the importance of SEO.
OR
b Explain the Digital marketing channels with examples.
- 13 a Discuss the Different Modes of e- retailing.
OR
b state the social media strategy for effective Digital marketing.
- 14 a Explain the levels of web analytics.
OR
b Explain the function Social media marketing.
- 15 a Describe the basis of website designing.
OR
b Summaries the function of supply chain management.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the different Applications of Electronic Commerce?
- 17 Distinguish between Digital Vs. Real Marketing.
- 18 Explain the security analysis in e retailing Websites?
- 19 Discusses the SMM advantages and strategies.
- 20 Discuss the recent trends in Online retailing.

Z-Z-Z

END