

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025  
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

**DIGITAL MARKETING FOR RETAIL**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The scope of e-commerce is-----than digital business.  
(i) Broader (ii) Narrower  
(iii) Wider (iv) Hyper
- 2 Which of the following is not a type of digital marketing  
(i) Content marketing (ii) Print advertising  
(iii) Email marketing (iv) Social media marketing
- 3 Retailing is a marketing function which  
(i) Sells products to other business (ii) Sells products to a company  
(iii) Sells products to final consumers (iv) Sells products for ones own use
- 4 Which of the following is not a social media platform  
(i) Face book (ii) Twitter  
(iii) Instagram (iv) Google
- 5 The fastest growing segment of retailing is  
(i) Non store retailing (ii) Warehouse stores  
(iii) Hyper markets (iv) Category killers

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Narrate the steps in EDI communication process.  
OR  
b Classify the types of internet based business models.
- 7 a Compare the difference between traditional marketing and digital marketing.  
OR  
b How does search engine marketing work? Sketch it.
- 8 a Show the different modes of retailing.  
OR  
b Summarize the basic rules for designing WebPages.
- 9 a Outline the benefits of social media marketing.  
OR  
b Narrate the B2B and B2C social media marketing.
- 10 a Summarize importance of effective logistics and supply chain management in retail.  
OR  
b Analyze the customer loyalty in the digital era.

Cont...

**SECTION -C (30 Marks)**

Answer any **Three** questions

**ALL** questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Discuss the emerging trends in e-business.
- 12 Highlight the channels of digital marketing.
- 13 Discover the advantages and shortcomings of e-retailing.
- 14 Examine social media strategy. How to build a successful strategy?
- 15 Summarize the current trends in online retailing in India.

Z-Z-Z

END