

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – **COMMERCE (RETAIL MARKETING)**

DISCIPLINE SPECIFIC ELECTIVE – I : DIGITAL MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

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

1. The business model which encompasses wholesalers and retailers indicates _____.
 (i) Infomediary model (iii) Merchant model
 (ii) Advertising model (iv) Brokerage model
2. E- Governance is _____ form of e-commerce.
 (i) G2B (iii) G2E
 (ii) B2C (iv) C2B
3. _____ indicates non internet channel of digital marketing.
 (i) Content marketing (iii) Influencer marketing
 (ii) TV (iv) SEO
4. Digital marketing was developed during _____.
 (i) 1990s (iii) 1960s
 (ii) 1970s (iv) 1980s
5. The e-business revenue model which charges commission to advertisers to display advertisements in their platform refers to _____ model.
 (i) Transaction fee revenue (iii) Advertising revenue
 (ii) Subscription revenue (iv) Sales revenue
6. The model in which retailer opens his store on social platforms such as Facebook indicates _____.
 (i) EBO (iii) Mobile commerce
 (ii) Marketplace (iv) Social commerce
7. _____ is the process of analyzing the behavior of visitors to a website.
 (i) Web tracking (iii) Tracking
 (ii) Web analytics (iv) Web activity
8. _____ are used to reward engaged subscribers with exclusive offers in e-mail marketing.
 (i) Promotional emails (iii) Newsletters
 (ii) Retention emails (iv) Special catalogues
9. _____ is the handling of entire production flow till the delivery of goods to customers.
 (i) Retail management (iii) Logistics
 (ii) Supply chain management (iv) Production management
10. Expand POS _____.
 (i) Point of Sales (iii) Possibility of Sale
 (ii) Point of service (iv) Peak of Sale

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

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

- 11 a Bring out the advantages of M-commerce.
OR
b Outline the internet based business models..
- 12 a How digital marketing is different from real marketing?
OR
b Explain digital marketing budgeting.
- 13 a Narrate the general rules of web design.
OR
b State the importance of e-marketing.
- 14 a Explain about the web analytics.
OR
b Explain facebook and youtube marketing.
- 15 a Summarise the Role of supply chain management in online retail.
OR
b Analyse the E-Retailing across the globe.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Elucidate the various types of E-commerce.
- 17 Discuss about the various digital marketing channels.
- 18 Highlight the advantages and shortcomings of E-retailing.
- 19 Define social media marketing. Summarize the application of different social media channels.
- 20 Enumerate the current trends in online retailing in India.

Z-Z-Z END