PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

DIGITAL MARKETING

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Define E-Commerce.
2   what is Network?
3   Define electronic Data Interchange.
4   Explain E-govemance.
5   What is E-retailing?
6   State any two objectives of E-marketing.
7   What is a Search Engine?
8   What is a Website?
9   Expand CRM.
10   Point out the current trends in E-retailing.

ƒ SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11   a Discuss on general framework of E-Commerce.
               OR
     b Explain Electronic marketing in B2B.

12   a Discuss about EDI applications in business.
               OR
     b What are the advantages of M-Commerce?

13   a state the importance of E-marketing.
               OR
     b What are the different modes of retailing?

14   a List out the top five keys to a successful online promotion.
               OR
     b What are the general rules of web design?

15 a   What are the basic principles of CRM?
               OR
   b   What are the advantages of Supply Chain Management?

SECTION - C (30 Marks!
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 1 0 = 30)

16   Explain the various E-commerce applications.

17   Explain the kinds of technological issues of Internet in detail.

18   What are the advantages and shortcoming of E-retailing?

19   What are seven C's of marketing? Explain.

20   What are the factors influencing retail business in India.