

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BCom DEGREE EXAMINATION DECEMBER 2018**  
(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 (10 x 2 = 20)

- 1 Define E-Commerce.
- 2 What do you mean by B2B?.
- 3 What is E-Business?
- 4 What do you understand by Mobile Banking?
- 5 Define E-Retailing.
- 6 What is E-Product?
- 7 What do you mean by search Engine?
- 8 What is meant by Web Design?
- 9 Define CRM.
- 10 What is Supply Chain Management?

**SECTION - B (25 Marks!)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the anatomy of E-Commerce application.  
OR  
b Identify the advantages of Network Security.
- 12 a Bring out the components of EDI.  
OR  
b What are the strategies for business over Web?
- 13 a Discuss briefly the different modes of retailing.  
OR  
b Explain the objectives of E-Marketing.
- 14 a What are the elements of successful online promotion?  
OR  
b State the importance of web designing.
- 15 a Explain the principles of CRM.  
OR  
b Analyse the myths of customer loyalty.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Describe the various types of E-Commerce.
- 17 Discuss the business models and revenue models over the Internet.
- 18 State the advantages and shortcomings of E-Retailing.
- 19 How to develop a project plan for your website? Explain.
- 20 Discuss the current trends in online retailing in India.