

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

**BCom DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)**

Branch – COMMERCE (RETAIL MARKETING)

DISCIPLINE SPECIFIC ELECTIVE – I :

DIGITAL MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which is a function of E-commerce
(i) Marketing (ii) Advertising (iii) Warehousing (iv) All of the above
2. Which of the following is incorrect about digital marketing?
(i) Digital marketing cannot be done offline.
(ii) Digital marketing can only be done offline
(iii) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing
(iv) Digital marketing requires electronic devices for promoting goods and services
3. Which is a collection of web pages.
(i) Browser (ii) Internet (iii) WWW (iv) Web site
4. Which of the following is an example of a social media platform commonly used for e-commerce marketing?
(i) Facebook (ii) LinkedIn (iii) Twitter (iv) All of the above
5. E-retailing refers to
(i) Sales of electronic items (ii) Catalogue shopping
(iii) Computerized store (iv) Retailing and shopping through internet

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. State the uses of EDI.
OR
b. Explain the advantages of mobile commerce.
7. a. Differentiate digital marketing from traditional marketing.
OR
b. Give the need for digital marketing budgeting.
8. a. "your e-commerce website needs to be current and implement several very important elements" Discuss.
OR
b. Outline the different modes of e retailing.

Cont...

9. a. Give the disadvantages of mobile marketing.
OR
b. State the levels of web analytics.
10. a. State the factors influencing the e retailing in India.
OR
b. Explain the e-retailing strategies.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a. Discuss the E commerce modules.
OR
b. Explain the emerging trends in e business.
12. a. Explain the types of digital marketing channels.
OR
b. Discuss the Search Engine Optimization (SEO) process.
13. a. Enumerate the advantages and disadvantages of e- Retailing.
OR
b. Explain the Steps to the ecommerce website development process.
14. a. Discuss the advantages and disadvantages of social media marketing.
OR
b. Explain the Social Medial Marketing channels.
15. a. Explain the advantages of supply chain management in e retailing.
OR
b. Enumerate the Emerging trends and technology in Indian retail.

Z-Z-Z

END