

3 MJ 50108

THREE YEAR B.Com. (Comp) (CBCS) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2024

THIRD SEMESTER
DIGITAL MARKETING
(Major)

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. Define digital marketing and explain its key components.
2. What are the advantages of digital marketing over traditional marketing?
3. Briefly describe the types of online advertising.
4. Explain the significance of A/B testing in online advertising campaigns.
5. What are the essential elements of an effective e-mail marketing strategy?
6. Discuss the importance of segmentation in e-mail marketing.
7. List and explain the popular social media platforms used for marketing purposes.
8. What is social media engagement, and why is it crucial for businesses?
9. Explain the importance of keyword research in SEO.
10. Differentiate between on-page and off-page SEO techniques.

PART B — (5 × 10 = 50 marks)

Answer ALL of the following questions.

11. Explain the key challenges faced in digital marketing and how to overcome them.
Or
12. Discuss the role of data analytics in shaping digital marketing strategies.
13. Describe the different types of online advertising and their effectiveness.
Or
14. Explain the importance of targeting and personalization in online advertising.

15. Outline the steps involved in creating a successful e-mail marketing campaign.
Or
 16. Discuss the challenges and solutions for ensuring e-mail deliverability and open rates.
 17. Examine the strategies used in social media marketing to build brand loyalty.
Or
 18. Discuss the impact of social media algorithms on content visibility and marketing strategies.
 19. Describe the process of optimizing a website for search engines.
Or
 20. Explain the significance of back links in SEO and how to build them effectively.
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