

FOUR YEAR B.Com. (CA) (Honours) (CBCS) DEGREE EXAMINATION,
OCTOBER/NOVEMBER 2024.

THIRD SEMESTER

Computer Applications

Course 8 – DIGITAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any FIVE questions. Each question carries 5 marks.

(Marks : 5 × 5 marks = 25 marks)

1. Importance of digital marketing.
2. Traditional marketing Vs Digital marketing.
3. Write about YouTube marketing
4. Importance of E-mail marketing.
5. Discuss E-mail marketing process.
6. Structure of digital marketing.
7. Explain types of digital customers.
8. Write about benefits of digital trading.

SECTION – B

Answer ALL questions. Each question carries 10 marks.

(Marks : 5 × 10 marks = 50 marks)

UNIT – I

9. (a) Define digital marketing and explain its characteristics.

Or

- (b) What are the advantages and disadvantages of digital marketing?

UNIT – II

10. (a) Describe the merits and demerits of face book marketing.

Or

- (b) Explain the role of social media marketing in the modern world.

UNIT - III

11. (a) What is E-mail marketing? Explain its importance.
Or
(b) Elucidate the E-mail marketing process elaborately.

UNIT - IV

12. (a) What are the emerging trends in digital marketing strategies in India?
Or
(b) Describe the digital marketing structure.

UNIT - V

13. (a) Explain the various characteristics of digital customer.
Or
(b) Write an essay on digital customer experience in the world market.
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