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NOVEMBER 2023

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions out of Twelve.

1. What is meant by Digital Marketing?
2. Define Internet.
3. Show the meaning of E-Business.
4. What is meant by E-Product?
5. Write short note on Consumer Segmentation.
6. Tell any two Feature of Search Engine Marketing.
7. Mention the meaning of Mobile Text Messaging.
8. Why is online consumer behaviour important?
9. List any two elements of database marketing.
10. Show the Concept of Digital Analysis.
11. What are metrics in Social media measurement?
12. Give the meaning of Game based Marketing.

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Digital Marketing

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions out of Seven.

13. What are the Growth of E-Concepts?
14. State the factors for success of digital marketing
15. Describe the Concepts of Hyper local Marketing.
16. What are the characteristics of website online shopping?
17. Construct the characteristics of good website.
18. How to create a measurement framework of digital analytics.
19. Outline the benefits of Gamification and game based marketing.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Six.

20. Discuss about the Digital Marketing Channels,
21. Enumerate the Factors for success of digital marketing.
22. Examine the online Marketing Mix.

23. Explain the Advantage and Disadvantages of digital media channels.
24. Interpret the goals and process of Electronic consumer relationship management.
25. What is meaning of Digital brand analysis? Explain its benefits.

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