

Total number of printed pages-3

3 SEM MCOM (CBCS) DM 520 (AEC)

2024

(December)

COMMERCE

Paper : 30520 (AEC)

(Digital Marketing)

Full Marks : 40

Time : Two hours

The figures in the margin indicate full marks for the questions.

1. (a) Analyze the challenges businesses face while implementing digital marketing strategies and elaborate on how to overcome them. 10

Or

- (b) Explain the concept of Omni-Channel Marketing and its relevance in digital marketing. 3+7=10

Contd.

2. (a) "The digital landscape is constantly evolving, thus making an adaptable digital marketing plan is essential." In light of this statement discuss the importance of flexibility in digital marketing plans/strategies and how businesses can respond or stay responsive to changing trends and consumer behaviour. 10

Or

- (b) Analyze how businesses can leverage their strengths while addressing weaknesses to improve their digital marketing efforts.

3. (a) Explain the importance of a well-designed website in the success of a digital marketing strategy. Provide examples of how website design influences user experiences and business outcomes. 10

Or

- (b) Explain how blogs can be utilized as part of a content marketing strategy. What are the key benefits of maintaining a blog for brand visibility and customer engagement in digital marketing?

4. (a) How can local businesses utilize on-page and off-page SEO techniques on social media platforms to improve local search rankings and visibility? 10

Or

- (b) "The landscape of SEM is continually evolving with the introduction of new tools and technologies." In light of this statement analyze emerging trends in SEM and discuss their potential impact on digital marketing strategies.

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Total number of printed pages-2

3 SEM MCOM (CBCS) DM 520

2023

(December)

COMMERCE

Paper : 30520 (AEC)

(Digital Marketing)

Full Marks : 40

Time : Two hours

The figures in the margin indicate full marks for the questions.

1. (a) Explain any ten effective channels used for digital marketing. 10

Or

- (b) State any ten points of distinction between traditional marketing and digital marketing.

2. (a) Make a SWOT analysis of the digital marketing techniques used by an existing brand of your choice. 10

Contd.

(b) Imagine that you are opening a new restaurant in town. Formulate a digital marketing plan to promote your business. (December)

3. (a) Explain the various components of a website. 10

Or Paper : 30520 (AEC)

(b) "Blogging is good for your career. A well-executed blog sets you apart as an expert in your field." Do you agree with this statement? Give reasons for your answer.

4. (a) Explain the process of creating a display ad using 'Google Ads'. 10

Or

(b) What does the abbreviation SEO stand for? Explain the role of SEO in modern marketing. 1+9=10

2. (a) Make a SWOT analysis of the digital marketing techniques used by an existing brand of your choice. 10

Total number of printed pages-2

3 SEM MCOM (CBCS) DM 520

2022

(December)

COMMERCE

Paper : 30520

[Digital Marketing (AEC)]

Full Marks : 40

Time : 2 hours

The figures in the margin indicate full marks for the questions.

1. (a) What factors are responsible for the transition of traditional marketing to modern marketing? How does modern marketing score over traditional marketing techniques? 5+5=10

Or

- (b) Explain the SMART objective acronym for digital marketing objective development. 10

Contd.

traditional to digital mark

2. (a) Explain the various digital marketing tools. 10

Or

- (b) Select *any* of the Indian brand websites you have liked the most and describe the elements of user experience and web usability for the website.

3. (a) Elucidate the role of content management in digital marketing. 10

Or

- (b) Think of launching a new product digitally in *any* category of your liking and develop the stages involved in its digital media planning.

4. (a) Which of the recent digital marketing trends do you feel will make the most impact to marketers and why? 10

Or

- (b) Choose *any two* key digital advertising trends in India and cite examples that support such trends.

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3 SEM PG (CBCS) DM 520

2021

(held in February/March, 2022)

COMMERCE

Paper : 30520

[Digital Marketing (AEC)]

Full Marks : 40

Time : Two hours

The figures in the margin indicate full marks for the questions.

1. (a) Enlist the distinctive features of conventional marketing and digital marketing, drawing special focus to brands that have changed course from traditional to digital marketing forms.
10

Or

- (b) Discuss any two channels of digital marketing that are recently trending.
5+5=10

Contd.

2. (a) Phase out the process of creating a digital marketing plan. 10

Or

- (b) Draw attention to the focal components of digital content and their management. 10

3. (a) Discuss the purpose and functioning of blogs as distinct from portals and websites. 10

Or

- (b) Write a note on the levels of website. Also, briefly explain the process of creating website. 10

4. (a) Highlight a few special features of some most popular social media platforms used for digital marketing (like Facebook, Pinterest etc.). 10

Or

- (b) Explain the concept and application of search engine marketing. 10

M.Com 3rd Semester Examination 2020 (held in June 2021)

Course Title: Digital Marketing

Course Number: 30520

Nature of the Course: AEC

Full Marks: 30

Time: One and Half Hour

Mode of Examination: Online (Open Book Examination)

Instruction to Candidate:

- Please limit the length of your answers to 300 words.

1. Attempt any TWO questions from the following: (10 x 2= 20)

Q1. Distinguish between Digital Marketing and Conventional Marketing practices with special reference to similar product/service categories.

Q2. State and explain the operations of a few digital marketing channels popularly used in the recent times.

Q3. Explain the need for and method of conducting a Target Group Analysis for digitally marketing a product or service. Cite examples with your choice of products or services.

Q4. Differentiate between Blogs, Portals and Websites with examples from the real digital marketing forum.

2. Attempt any ONE question from the following: (10 x1= 10)

Q5. Consider any existing website of your choice and conduct a SWOT Analysis of the same.

Q6. Analyse the pros and cons of using Social Media for the purpose of Digital Marketing. Support your answer by citing instances of real digital marketers wherein social media was used as a channel.
