

ANDHRA UNIVERSITY

B.Com. (CBCS) Degree Examination

Fifth Semester

FEBRUARY 2023

Skill Enhancement Course

Series - C.E. Courses

Elective Course - 16C : **DIGITAL MARKETING**

(Effective from the admitted batch of 2020-2021)

Time : 3 Hours

Max : 75 Marks

Section A (5 × 5 = 25 Marks)

Answer any five questions.

1. Concept of Digital Marketing.
2. Competitive Analysis.
3. Components of website.
4. Campaign creation.
5. Social Management strategy.
6. Social networking.
7. Mapping Industry.
8. Concept of e-mail.

Section B (5 × 10 = 50 Marks)

Answer all questions.

9. (a) What do you understand by Digital Marketing?
Distinguish between traditional marketing and digital marketing.

(Or)

(b) What trends are taken place in Digital Marketing?

10. (a) What is Website? Discuss the process involved in creation of website.

(Or)

(b) Outline the various objectives of website.

11. (a) Discuss briefly the growth of SEO.

(Or)

(b) Evaluate the importance of search engine.

12. (a) What are the issues involved in social media marketing?

(Or)

(b) Outline the uses of different social media platforms.

13. (a) What is meant by e-mail? Discuss its evolution.

(Or)

(b) Evaluate the need and importance of e-mail marketing.

ADIKAVI NANNAYA UNIVERSITY

At the End of Fifth Semester (CBCS Pattern) Degree examinations

MARCH 2023

Commerce

Series - C - E-Commerce - 16-C - DIGITAL MARKETING

(UG Program (4 Years honors))

(For B.Com (General Only))

(w.e.f. Admitted Batch of 2020-21)

Time : 3 Hours

Max : 75 Marks

Section A (5 × 5 = 25 Marks)

Answer any five questions.

1. Evolution of Digital marketing.
2. Major components of website.
3. Off-page optimization.
4. Blogging.
5. Effectiveness of e-mail marketing.
6. Comment on the need for online market place analysis.
7. Different phases in website creation.
8. History of SEO (Search Engine optimization).

Section B (5 × 10 = 50 Marks)

Answer all the questions.

9. (a) Define digital marketing. How does it differ from traditional online marketing?

(Or)

- (b) Explain the emerging trends in digital marketing. Also assess the future of digital marketing.

10. (a) What is website? What is your assessment on the future of such websites in the context of Digital marketing?

(Or)

(b) Briefly state the techniques of incorporation design and adding content in website.

11. (a) Describe the word SEO. Also state its significance and impact.

(Or)

(b) What do you mean by search engine marketing? How it is related with digital marketing?

12. (a) What are the various issues to be considered in formulating social media strategies?

(Or)

(b) Briefly explain the factors which contribute towards the success of social marketing.

13. (a) How do you understand the word E-Mail marketing? Briefly state its objectives and importance.

(Or)

(b) What factors came together to promote the developments and advancements in E-mail marketing?