

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E00701

Course Code: 25PMCO12

PG Degree - End Semester Examinations, April 2026

First Semester

M.COM

Digital Marketing

(For those who joined in June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. A unique phenomenon that occurred with the rise of WWW is called \_\_\_\_\_-era.  
(a) Telecom (b) dotcom  
(c) internet (d) digital
2. \_\_\_\_\_ utilizes advertising across websites and digital media formats for marketing.  
(a) Brand Marketing (b) Content Marketing  
(c) Community-based Marketing (d) Partner Marketing
3. \_\_\_\_\_ Channels are those which help marketers position and promote their products so that they finally purchase products.  
(a) Product (b) Price  
(c) Place (d) Promotion
4. \_\_\_\_\_ has a more sales mind set in which firms set an inventory target to be sold in a particular period.  
(a) Push Marketing (b) Pull Marketing  
(c) Search Engine Marketing (d) Display Marketing
5. SEM stands for \_\_\_\_\_.  
(a) Search Engine Marketing (b) Service Engine Marketing  
(c) Search Energy Marketing (d) Service Energy Marketing

6. \_\_\_\_\_Marketing offers the search engine results pages of the major search engines like Google, Bing and YouTube.
- (a) Search Engine (b) Affiliate  
(c) Opt-in email (d) Social Media
7. Which model promotes one specific product and provides content that supports and enhances it?
- (a) Membership model (b) Affiliate model  
(c) Peer-to-peer model (d) Service model
8. Which of the following is not TRUE of ECRM?
- (a) Organization manages its relationship with its customers through the internet.  
(b) Includes online marketing and online customer support  
(c) Tracks a customer's history through multiple channels in real time  
(d) Work with backend application through ERP system
9. If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called \_\_\_\_.
- (a) Brand extension (b) Co-branding  
(c) Line extension (d) Multi branding
10. When two brand names from different companies use the name of the same product, this branding strategy is called \_\_\_\_.
- (a) Umbrella branding (b) Store branding  
(c) Mega branding (d) Co-branding

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

11. (a) How does differ digital marketing from traditional marketing?

**(OR)**

- (b) How do Big Data and IoT influence digital marketing strategies?

12. (a) Write a short note on E-product and E-promotion.

**(OR)**

- (b) Elaborate the issues faced by consumers in online shopping.

13. (a) Summarise the Importance of Digital Media Channels.

**(OR)**

(b) Explain the significance of metaverse marketing with examples.

14. (a) Differentiate traditional CRM from electronic CRM (E-CRM).

**(OR)**

(b) Identify the concept of Database Marketing with an example.

15. (a) Explain the benefits of Game based Marketing.

**(OR)**

(b) Outline the role of Peer Reviews and Word of Mouth in online marketing.

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 600 words.**

16. (a) Analyze the factors responsible for the success of digital marketing.

**(OR)**

(b) Examine the Digital Marketing has opened new opportunities for professionals.

17. (a) Design the website characteristics that affect the online purchase decision.

**(OR)**

(b) Evaluate the implications of Online Marketing Mix decisions.

18. (a) Identify the advantages and disadvantages of Digital Media Channels.

**(OR)**

(b) How is social media used for online campaign management?

19. (a) Examine the next generation CRM.

**(OR)**

(b) Analyze the process of Consumer Decision Making.

20. (a) Discuss the measurement metrics for Facebook, Twitter, YouTube and Instagram.

**(OR)**

(b) Elaborate the Consumer motivation for Playing Online Games.