

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED
THIRD SEMESTER – NOVEMBER 2022
UCO 3403 – DIGITAL MARKETING

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the Questions**

1.	Multiple choice questions:	(5 x 1 = 5)	
a)	Cosmetics and jewelry will come under which type of consumer market? a) Consumer product market b) Food and beverages market c) Retail market.	K1	CO1
b)	A _____ is a graphical representation of information and data. a) Web analytics b) Data visualization c) Display advertising	K1	CO1
c)	The blog posts small pieces of digital content to make the information easy for the readers to understand is called _____. a) Personal blog b) micro-blog c) Organizational blog	K1	CO1
d)	Identifying the PESO model will come under which step of the PR plan. a) Measure results b) Select PR tools c) Plan PR tactics	K1	CO1
e)	Backlink, offline engagement, and link building is an example of _____ process of SEO a) Off-page optimization b) On-page optimization c) Keyword research	K1	CO1
2.	True or False	(5 x 1 = 5)	
a)	Less benefit for more price is a winning value proposition.	K1	CO1
b)	Pinterest will be considered a stakeholder in social media marketing.	K1	CO1
c)	The participation of the brand is hidden and is only revealed later termed as concealed dispersion strategy under viral marketing.	K1	CO1
d)	Accelerative thought leaders are those who have an inborn ability of thinking and reflect upon issues.	K1	CO1
e)	E-CRM helps to identify a product and distinguish it from other products & services.	K1	CO1
3.	Fill in the blanks:	(5 x 1 = 5)	
a)	The total combined value of the entire customer's lifetime purchase is termed as _____.	K2	CO1
b)	The advertiser and publisher will be agreed upon a fixed amount that will be paid for each click termed as _____ model of PPC.	K2	CO1
c)	The golden circle concept was coined by _____.	K2	CO1

d)	A _____ is someone who based on their expertise offers unique guidelines and innovative ideas.	K2	CO1
e)	_____ uses electromagnetic fields to automatically identify and track tags attached to objects.	K2	CO1
4.	Answer the following	(5 x 1 = 5)	
a)	Recall the meaning of customer-perceived value	K2	CO1

b)	List out any two advantages of digital marketing	K2	CO1
c)	Expand and explain C2C.	K2	CO1
d)	What are vanity metrics?	K2	CO1
e)	Expand and explain SERM.	K2	CO1

SECTION B

Answer any TWO questions: (2 x 10 = 20)

5.	Interpret the marketing management orientation concepts	K3	CO2
6.	Explain the stages involved in the business buying process.	K3	CO2
7.	Demonstrate the process of optimizing the search engine.	K3	CO2
8.	Illustrate the strategies involved in online reputation management.	K3	CO2

SECTION C

Answer any TWO questions: (2 x 10 = 20)

9.	Point out the steps to becoming an online thought leader.	K4	CO3
10.	Distinguish between new rules and old rules of marketing with an example.	K4	CO3
11.	Analyze the strategies involved in content marketing with an example.	K4	CO3
12.	Categories various types of blogs with an appropriate example.	K4	CO3

SECTION D

Answer any ONE question: (1 x 20 = 20)

13.	Evaluate the process of social media marketing for your product.	K5	CO4
14.	Explain the role of modern media in the following field with recent examples: a) Ecological consciousness b) Politics c) Entertainment	K5	CO4

SECTION E

Answer any ONE question: (1 x 20 = 20)

15.	Compose a marketing plan for your company with help of digital platforms.	K6	CO5
16.	Prepare an STP strategy for the transportation and tourism sector.	K6	CO5
