



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

THIRD SEMESTER – APRIL 2023

UCO 3403 – DIGITAL MARKETING

Date: 12-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ALL the Questions

1. Answer the following			(5 x 1 = 5)
a) What is digital marketing?		K1	CO1
b) What do you mean by online thought leadership?		K1	CO1
c) State the any four bases of segmentation.		K1	CO1
d) list out any four career options in social media.		K1	CO1
e) Describe online reputation management.		K1	CO1
2. True or False			(5 x 1 = 5)
a) Positioning is concerned with positioning the product in the minds of the customer		K1	CO1
b) Online thought leadership is all about promoting or selling your product		K1	CO1
c) Marketing is concerned with creating value and capturing value		K1	CO1
d) Search engine marketing and search engine optimization are same tools		K1	CO1
e) Brand includes company name, symbol, or design		K1	CO1
3. Definitions			(5 x 1 = 5)
a) Define contextual advertising		K2	CO1
b) Define consumer market		K2	CO1
c) Define CRM		K2	CO1
d) Define search engine optimization		K2	CO1
e) Define data visualization		K2	CO1
4. Fill in the Blanks			(5 X 1 = 5 Marks)
a) ----- is concerned with dividing the heterogeneous market into relatively homogeneous one		K2	CO1

b)	Use of search engines, check out blogs, review platforms, and so on to monitor your reputation on line in SERP is known as -----	K2	CO1
c)	Techniques used to influence website position in organic search results is -----	K2	CO1
d)	---- is the form of marketing focused on creating, publishing and distributing content for a targeted audience online.	K2	CO1
e)	----- are statistics that look spectacular on the surface but don't necessarily translate to any meaningful business results	K2	CO1

SECTION B

Answer any TWO

(2 x 10 = 20)

5.	Illustrate marketing mix with relevant example	K3	CO2
6.	Prepare a content marketing strategy for your own product	K3	CO2
7.	Sketch out the steps involved in search engine optimization	K3	CO2
8.	Relate the importance of social media in digital marketing	K3	CO2

SECTION C

Answer any TWO

(2 x 10 = 20)

9.	Analyze the role of modern media in i)Journalism ii) Health iii) Politics	K4	CO3
10.	Compare different types of blogs.	K4	CO3
11.	Explain the different steps involved in consumer buying process	K4	CO3
12.	Discern different online reputation management strategies	K4	CO3

SECTION D

Answer any ONE

(1 x 20 = 20)

13.	Evaluate different forms of online thought leadership with relevant examples	K5	CO4
14.	Compare old rules of marketing and PR with new rules of marketing and PR	K5	CO4

SECTION E

Answer any ONE

(1 x 20 = 20)

15.	What is STP? Develop a STP strategy for your own product	K6	CO5
16.	What is PR plan? Prepare a PR plan for any product of your choice	K6	CO5

#####