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

PART – A

ANSWER THE FOLLOWING   **(10 x 2 =20 Marks)**

1. What is a golden circle?
2. Mention any four popular search engines.
3. What is the blogosphere?
4. What are vanity metrics?
5. Explain contextual advertising?
6. What is the Buyer's Persona?
7. List out the tools of new rules in Marketing and PR.
8. Define Digital Marketing?
9. What do you mean by Customer Perceived Value?
10. What is Data Visualization.

PART – B

ANSWER ANY FOUR QUESTIONS   **(4 x 10 = 40 Marks)**

11. What is a blog? Explain the different types of blogs with suitable examples?
12. Define E-commerce. Explain the different types of E-commerce business models?
13. Explain the contents of the digital marketing plan in detail? Create a sample digital marketing plan for your business.
14. What is Online Reputation Management? Explain its strategies in relevance to the current situation?
15. What are the five different marketing management orientations? Justify each of them with appropriate examples and state why that orientation is relevant today.
16. Explain the steps in becoming an online thought leader?
17. Define display advertising. What are the roles of a display ad in marketing?

PART – C

ANSWER ANY TWO QUESTIONS   **(2 x 20 = 40 Marks)**

18. What is viral marketing? Explain the viral marketing strategies with appropriate examples and list their advantages for today's business.
19. What is a PR plan? Explain the steps in creating a PR plan with a sample plan?
20. What is social media marketing? Explain the tools and platforms of social media marketing with appropriate examples?
21. Explain the role of modern media in the following fields with recent examples:
a) Health b) Politics c) Entertainment d) Journalism

###########