



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION- ALLIED THIRD SEMESTER – APRIL 2025 UCO 3403 – DIGITAL MARKETING



Date: 03-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. MCQ

- a) _____ refers to some combination of products, services, information, or experiences offered to a market to satisfy a need or want.
a) Demand b) Customer Satisfaction c) Market Offering d) Customer
- b) _____ is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company.
a) Segmentation b) Targeting c) Branding d) Market Offering
- c) _____ is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.
a) Display Advertising b) Pay-per-click c) Social Media Marketing d) Affiliate Marketing
- d) "Highly Talented employees with special expertise of an organization"- Under which Category of SWOT Analysis will you categorize the above attribute of a concern.
a) Strength b) Weakness c) Opportunity d) Threat
- e) _____ is the practice of posting small pieces of digital content which could be text, pictures, links, short videos, or other media on the Internet
a) Aggregated Blog b) Personal Blog c) Micro Blogging d) Corporate Blogs

2. Fill in the blanks

- a) _____ is a strategy where the marketer attempts to appeal to one large market with a single marketing strategy
- b) _____ refers to the entire stream of purchases that the customer would make over lifetime of patronage.
- c) _____ is the practice of marketing a business using paid advertisements that appear on search engine results pages.
- d) _____ is someone who, based on their expertise and perspective in an industry, offers unique guidance, inspires innovation and influences others
- e) _____ is building and/or enhancing a web identity to maintain a positive appearance on the Internet.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- a) Discussion Forum - (1) Google Ads words, SEMrush, Google Auto Complete
- b) E-Commerce - (2) Age, Gender, Income

c)	RFID	- (3) Reddit, Quora
d)	Demographic Segmentation	- (4) B2B, B2C, B2A
e)	Search Engine Optimization	- (5) Active tags, Passive tags
4.	Answer the following	
a)	Define Customer Equity	
b)	Who is a product evangelist?	
c)	Mention any two stakeholders of SMM.	
d)	Describe Blogosphere.	
e)	Mention any two advantages of Branding.	
SECTION B - K3 (CO2)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
5.	Describe elements of marketing mix? Explain with suitable examples.	
6.	What is Viral marketing? Explain its advantages with appropriate examples.	
7.	What is Email Marketing? Analyze the advantages and disadvantages of E-Marketing.	
8.	Explain the process of the online sales cycle with appropriate examples	
SECTION C – K4 (CO3)		
Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
9.	Discuss the various Social Media Metrics used for measuring impact of Social Media Campaigns.	
10.	Explain the steps in becoming an online thought leader.	
11.	What is E-CRM? Explain the need for E-CRM in Today's Business with suitable examples.	
12.	Differentiate between Business Market and Consumer Market.	
SECTION D – K5 (CO4)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
13.	Define Marketing. Elaborate the process of marketing in detail.	
14.	Explain the various steps involved in the process of Social Media Marketing.	
SECTION E – K6 (CO5)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
15.	Explain the contents of the digital marketing plan in detail. Create a sample digital marketing plan for your business.	
16.	Explain the role of modern media in the following fields with recent examples: a)Transportation b) ecological consciousness c) Entertainment d) Journalism	

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