



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

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. What are the different orientations in marketing management, and how do they influence marketing strategies?
2. How does Pay-Per-Click advertising work, and what are its main advantages?
3. Explain the tools used to measure the effectiveness of different marketing campaign channels?
4. What is Online Reputation Management? Explain its strategies in relevance to the current situation.
5. Elaborate on the POEM framework.
6. Explain the role of modern media in the following fields with recent examples:
a) Health b) Politics
7. Explain the steps in becoming an online thought leader.
8. What are the defining characteristics of the new rules of marketing in the digital age?

SECTION B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Explain the STP process and how it is applied in creating a digital marketing strategy?
10. What is a blog? Explain the different types of blogs with suitable examples.
11. Explain the contents of the Public Relations plan in detail. Create a sample the Public Relations plan for your business.
12. Elaborate on the search engine optimization (SEO) process with relevant examples.
13. Explain the types of social media used for marketing.
14. Distinguish between Traditional marketing and Digital Marketing.

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