



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – AUGUST 2025

COMMERCE -II SEMESTER M.COM

24MCO24 – DIGITAL MARKETING

Time: 3 Hours

Max. Marks: 70

Instruction: Answer should be written completely in English

SECTION – A

1. Answer any SEVEN questions. Each question carries TWO marks. (7X2=14)

- a. Name two common problems faced in digital marketing.
- b. List two ways digital marketing is different from TV or newspaper ads.
- c. List two ways online shopping provides value to customers.
- d. What is Technical SEO?
- e. What is the difference between a marketing database and a data warehouse?
- f. What are 'Lookalike Audiences' in online advertising?
- g. List the four main components of a CRM system.
- h. What is an A/B test in web analytics?
- i. What is the difference between 'Cyber Security' and 'Cyber Crime'?
- j. Define 'Phishing' as a type of online fraud.

SECTION – B

Answer any FOUR questions. Each question carries FIVE marks. (4X5=20)

- 2. Describe the four parts of the Balanced Scorecard framework.
- 3. Explain three ways that setting prices online is different from in a physical store.
- 4. Describe four different pricing strategies used online.
- 5. Explain four reasons why using a data-driven approach is important.
- 6. Explain three key principles of Relationship Marketing for customer loyalty.
- 7. Explain three important features of digital marketing such as Measurability, Reach, and Interactivity.



SECTION – C

Answer **any TWO** questions. **Each** question carries **TWELVE** marks.

(2X12=24)

8. Discuss how digital marketing helps small businesses compete with larger companies and mention two major challenges.
9. Explain how businesses can blend online and offline marketing for a seamless experience.
10. Explain three major challenges global marketers face: Data Privacy, Jurisdiction, Cyber Security.
11. Explain how understanding online consumer behaviour helps improve marketing strategy.

SECTION – D

12. **Compulsory** skill-based question on case study.

(1X12=12)

The New B2B Service.

Scenario: A startup, ""DesignHelp,"" offers a monthly subscription service for graphic design to small businesses. They have a small marketing budget.

Task: Describe a simple plan to get their first 20 clients using LinkedIn and a company blog. What are two important metrics they should track to see if their plan is working?"

