



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED

📍 Electronics City P.O., Bengaluru - 560 100, Karnataka, INDIA ☎ (+91) 8088140679 ✉ pro@sfscollege.in 🌐 www.sfscollege.in

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

SECTION – B

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

- Describe the four parts of the Balanced Scorecard framework.
- Explain three ways that setting prices online is different from in a physical store.
- Describe four different pricing strategies used online.
- Explain four reasons why using a data-driven approach is important.
- Explain three key principles of Relationship Marketing for customer loyalty.
- 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?"

