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| **C:\Users\sarah\Downloads\1 - St Joseph's University Emblem 5-7-22..jpg**  Registration Number:  Date & Session:  **ST. JOSEPH’S UNIVERSITY, BANGALORE-27** | | | |
| **M.COM – II SEMESTER** | | | |
| **END SEMESTER EXAMINATION: April 2024**  **(Examination conducted in May/June 2024)**  **MCO8520 : DIGITAL MARKETING**  **(For current batch students only)** | | | |
| **Time : 2 Hours** |  | **Max Marks : 50** |  |

**This paper contains two printed pages and three parts**

**Part A**

1. **Answer any Two of the following. 2x5=10 Marks**
2. Differentiate between traditional marketing and online marketing.
3. Briefly explain the media options available for marketers.
4. What is affiliate marketing? List any three advantages.

**Part B**

1. **Answer any Two of the following: 2x15=30 Marks**
2. Discuss content marketing in brief. Why and how content is important to online business?
3. Discuss any three social media marketing platforms with examples.
4. a) Briefly explain the online pricing models. (5m)

b) Briefly explain the characteristics of social media. (10m)

**Section C**

1. **Answer the following: 1x10=10 Marks**

7. As the owner of a new online apparel store, you're not having a strong relationship with your customers.

**Question:** Explain what strategies you can implement to maintain an effective electronic public relation with your customers.