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Register Number

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.COM- VI SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May/June 2024)**

**BCDEM 6423- Digital Marketing**

**This paper has TWO printed pages and four parts**

**Time- 2 hrs Max Marks-60**

**Section-A**

I. Answer any **five** of the following**. (5x3=15marks)**

1. List any three importance of digital marketing.
2. What are an organic and a non-organic search? Give three differences.
3. What is ORM? Briefly explain with an example.
4. What is the relevance of Hash tags for online marketers?
5. Give any three strategies to build a successful social media marketing.
6. What is AIDA model for Email marketing?

**Section-B**

**II**. Answer any **two** of the following **(2x5=10marks)**

1. Briefly explain the types of web presence.
2. Differentiate between Opt-in and Bulk Email marketing.
3. Write short notes on Instagram marketing.

**Section-C**

III. Answer any **two** of the following.  **(2X10=20marks)**

1. "Online advertising is like a symphony, where every click, impression, and interaction plays its own unique note, harmonizing to create a melody of brand engagement and consumer connection. "Justify the above lines by explaining the types of online advertising.
2. Discuss the importance online reputation management for businesses in today's digital era.
3. Write short notes on

a) Forums and discussion boards (give examples of online discussion platforms)

b) Mobile marketing strategies.

**Section-D**

**IV. Answer the following (1x15=15marks)**

1. Alpha Electronics is a leading e-commerce retailer specializing in electronics and gadgets. With a diverse product range and a growing customer base, Alpha Electronics faced challenges in efficiently managing its online order fulfillment process.

a) What strategies should the company form to optimize its online order fulfillment process? (5m)

b) Explain the order fulfillment process of e-commerce companies. (10m)