

Roll.No.

25PCOET1A01

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS - NOVEMBER 2025

SEMESTER - I

25PCOET1A01 - Digital Marketing

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What is digital marketing?
2. State the meaning of A/B testing.
3. Give a note on Data storytelling.
4. Define Mar Tech.
5. State the meaning of customer insights.
6. What is Search Engine Optimization (SEO)?
7. Expand ROI and state the meaning.
8. Briefly describe Predictive Analytics.
9. Write a note on content marketing.
10. What is Customer Experience (CX) Strategy?
11. Write a short note on Data ethics in digital marketing.
12. What is meant by Marketing Automation?

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Distinguish Digital marketing from Traditional marketing with suitable examples.
14. Discuss the role of social media marketing in enhancing brand visibility and customer engagement.
15. Explain A/B testing process and its importance in digital marketing campaigns.
16. Describe any two software tools used for visualising data.
17. Explain the significance of Mar Tech in improving marketing operations.
18. Enumerate any four important KPIs used to measure digital marketing effectiveness.
