

**BACHELOR OF COMMERCE [HONS]
FOURTH SEMESTER
DIGITAL MARKETING
BCM – 403B**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Direct marketing is more _____ as compared to other marketing method.
 - a. Expensive
 - b. Cost effective
 - c. Not useful
 - d. Aggressive
2. Which of the following is involved in the digital marketing process?
 - a. RSA
 - b. Voice Broadcasting
 - c. Podcasting
 - d. All of these
3. Which of the following is not a social media platform?
 - a. Facebook
 - b. Google
 - c. Twitter
 - d. Instagram
4. Which of the following is the form of mobile marketing?
 - a. Text
 - b. Voice call
 - c. Graphic
 - d. All of these
5. Interactive marketing strategy use
 - a. One-way communication channel
 - b. Two-way communication channels
 - c. Three-way communication channels
 - d. All of these
6. Which of the following does not fall under ethical code?
 - a. Customer loyalty
 - b. Respect for colleagues
 - c. Lifestyle
 - d. Competence
7. Value and ethics shape the _____.
 - a. Corporate unity
 - b. Corporate discipline
 - c. Corporate culture
 - d. Corporate differences
8. Which of the following is an ethical concern in digital marketing?
 - a. Data privacy and security
 - b. Targeted advertising
 - c. User engagement
 - d. Social media protection
9. Which principle emphasizes that digital marketer should be transparent about their data collection and usage practices?
 - a. Informed consent
 - b. Behavioral targeting
 - c. SEO
 - d. CRM

10. The discomfort caused by post purchase conflict is called _____.
- a. Dissatisfaction
 - b. Cognitive dissonance
 - c. Post purchase behaviour
 - d. Buyer's remorse
11. Which of the following is not a type of digital marketing tool?
- a. Email marketing
 - b. Social media marketing
 - c. Video marketing
 - d. Print advertising
12. The largest contributors to the digital media industry is/are:
- a. FMCG
 - b. E-commerce
 - c. Both A& B
 - d. None of these
13. Artificial Intelligence (AI) includes:
- a. Dell-e
 - b. Chat
 - c. GPT chat
 - d. All of these
14. On which of the following basis buyers are divided in psychographic segmentation?
- a. Loyalty status
 - b. Life style
 - c. Values
 - d. Both b& c
15. _____ plays a major role in better content creation.
- a. Icon
 - b. Keyword
 - c. Description
 - d. None of these
16. Which of the following is not a part of marketing mix?
- a. Product
 - b. Purpose
 - c. Place
 - d. Price
17. Which of the following is a type of digital marketing activity?
- a. E mail marketing
 - b. Social web marketing
 - c. Both a & b
 - d. None of these
18. What does SEO stands for?
- a. Search Engine optimal
 - b. Social Engine Optimal
 - c. Search Engine Optimization
 - d. Social Engine Optimization
19. There are _____ major types of digital trafficking.
- a. 2
 - b. 3
 - c. 4
 - d. 6
20. Which of the following is also known as 'pay per sale'?
- a. Cost per acquisition
 - b. Cost per sale
 - c. Cost per click
 - d. Cost per lead

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Discuss the concept of Digital Marketing. Discuss the difference between traditional marketing and Digital Marketing. | 3+7=10 |
| 2. Discuss the challenges and opportunities for Digital Marketing in Indian market | 10 |
| 3. Write short notes on:
a) Segmentation
b) Targeting | 5+5=10 |
| 4. Discuss the process involved in buying decision process. | 10 |
| 5. Write a detailed note on P.O.E.M framework. | 10 |
| 6. What is E-mail marketing? Discuss the types of e-mail marketing. | 2+8=10 |
| 7. What do you mean by social media marketing? Discuss the various tools and techniques of video marketing. | 2+8=10 |
| 8. Discuss in detail the various ethical issues and legal challenges in digital marketing. | 10 |

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