



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED OPTIONAL

THIRD SEMESTER – APRIL 2022

UCO 3403 – DIGITAL MARKETING

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

ANSWER ALL THE FOLLOWING

(10 x 2 = 20 Marks)

1. What is a golden circle?
2. What is the blogosphere?
3. What are vanity metrics?
4. Mention any four popular search engines.
5. Explain contextual advertising?
6. Define Digital Marketing?
7. What do you mean by Customer Perceived Value?
8. List out the tools of new rules in Marketing and PR.
9. What is Data Visualization?
10. What is the Buyer's Persona?

PART – B

ANSWER ANY FOUR QUESTIONS

(4 x 10 = 40 Marks)

11. What is a blog? Explain the different types of blogs with suitable examples?
12. Explain the steps in becoming an online thought leader?
13. Define E-commerce. Explain the different types of E-commerce business models?
14. What is Online Reputation Management? Explain its strategies in relevance to the current situation?
15. What are the five different marketing management orientations? Justify each of them with appropriate examples and state why that orientation is relevant today.
16. Define display advertising. What are the roles of a display ad in marketing?
17. Explain the contents of the digital marketing plan in detail? Create a sample digital marketing plan for your business.

PART – C

ANSWER ANY TWO QUESTION

(2 x 20 = 40 Marks)

18. What is viral marketing? Explain the viral marketing strategies with appropriate examples and list their advantages for today's business.
19. What is a PR plan? Explain the steps in creating a PR plan with a sample plan?
20. Explain the role of modern media in the following fields with recent examples:
Health b) Politics c) Entertainment d) Journalism
21. What is social media marketing? Explain the tools and platforms of social media marketing with appropriate examples?

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