



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – ALLIED  
THIRD SEMESTER – NOVEMBER 2022  
UCO 3403 – DIGITAL MARKETING**

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART– A**

**Answer All the Questions:**

**(10 X 2= 20Marks)**

1. What is meant by customer perceived value?
2. List out the types of consumer markets?
3. Give the meaning of web analytics?
4. Expand and explain PPC.
5. Who are evangelists?
6. What are vanity metrics?
7. List out any two advantages of online sales in today's business.
8. Mention any four tools of new rules of marketing.
9. What is branding?
10. Expand and explain SERP.

**PART– B**

**Answer any FOUR questions:**

**(4 X 10 =40 Marks)**

11. Explain the four tools of marketing.
12. Demonstrate the process of optimizing search engines.
13. Explain the stages involved in consumer buying behavior?
14. Elaborate on the strategies involved in online reputation management.
15. Point out the steps to becoming an online thought leader.
16. Explain the role of modern media in the transportation and entertainment sector.
17. Explain the strategies involved in content marketing?

**PART– C**

**Answer any TWO questions:**

**(2 X 20 =40 Marks)**

18. Enumerate the process of social media marketing.
19. Explain the steps involved in developing a marketing plan?
20. Elaborate on the STP strategy for your product.
21. What is a blog? Explain the various types of blogs

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