

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, OCT-2025

B.Com SEMESTER-III

MAJOR: DIGITAL MARKETING

(w.e.f. 2024-25 Admitted Batch)

(No additional sheet will be supplied)

Time: 3 hrs.

Max. Marks: 70

SECTION - A

I. Answer Any FIVE of the following. Each Question Carries 4 Marks

5 X 4=20 M

1. Define digital marketing and explain its key components?
2. What are the Characteristics of digital marketing?
3. Briefly describe the types of online advertising?
4. What is a Landing Pages?
5. What are the essential elements of an effective e-mail marketing strategy?
6. Discuss the importance of segmentation in e-mail marketing?
7. What is a Webinar? Key features of Webinars?
8. What is social media engagement, and why is it crucial for businesses?
9. How does on-page optimization affect in SEO?
10. Differentiate between on-page and off-page SEO techniques?

SECTION - B

II. Answer ALL of the following questions. Each Question Carries 10 Marks.

5X10=50 M

11. Explain the key challenges faced in digital marketing and how to overcome them?
Or
12. Discuss the role of data analytics in shaping digital marketing strategies?
13. Describe the different types of online advertising and their effectiveness?
Or
14. Explain the types of Landing Pages?
15. Outline the steps involved in creating a successful e-mail marketing campaign?
Or
16. What are the Advantages and Disadvantages of E-Mail Marketing?
17. Examine the strategies used in social media marketing to build brand loyalty?
Or
18. Discuss the impact of social media algorithms on content visibility and marketing strategies?
19. Describe the process of optimizing a website for search engines?
Or
20. What is Search Engine Rank? Explain the SEO process?

