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V Semester B.Com. Degree Examination, April - 2022

**COMMERCE**  
**DIGITAL MARKETING**  
**(CBCS Semester Scheme)**  
**Paper : MK 5.4**

Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates:**Answers should be written in English only.***SECTION - A**

Answer any **FIVE** sub-questions from the following. Each sub-question carries **2** marks.  
(5×2=10)

1. a) What do you mean by Search Engine Optimization?
- b) Explain tracking in Digital Marketing.
- c) What is ROI in Social Media Marketing?
- d) What is Social Media Marketing?
- e) What do you mean by Digital Marketing?
- f) What is Google Ad Words?
- g) Explain conversion goal in Digital Marketing.

**SECTION - B**

Answer any **THREE** of the following. Each question carries **5** marks. (3×5=15)

2. Explain any five social media marketing platforms.
3. How do you optimize conversions?
4. Write the differences between Traditional Marketing and Digital Marketing.
5. What are the benefits of Search Engine Optimization?

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## SECTION - C

Answer any **THREE** of the following. Each question carries **15** marks. (3×15=45)

6. Discuss in brief the various digital marketing platforms.
7. Explain in detail the different kinds of web traffic in Digital Marketing.
8. Explain how offline conversion tracking will be done on Google Ads and Facebook.
9. Explain the various tools used in streaming and measuring in Social Media Marketing.

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