

# St. Claret College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION- JULY/ AUGUST 2025

M.Com. SECOND SEMESTER

MCO2424: DIGITAL MARKETING

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

**Instructions:**

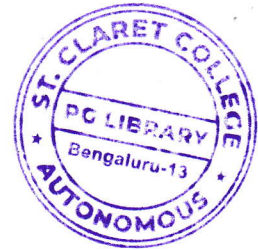
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

**PART-A**

Answer SIX questions out of EIGHT. Each answer carries TWO marks.

[2x6=12]

1. What is Digital Marketing?
2. Mention two key objectives of E-Business Models.
3. State any two techniques used in Digital Marketing.
4. What do you mean by Content Management?
5. Define Data-Driven Strategy.
6. What is Customer Loyalty?
7. Write two examples of Ethical Issues in Online Marketing.
8. Mention two key tasks of ICANN.



**PART-B**

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. An online fashion brand wants to launch a festive season sale. Explain how it can use SEO and online advertising to boost sales.
10. Discuss the importance of Pricing and Distribution strategies in Digital Marketing.
11. Describe how Marketing Databases and Data Warehouses are used in digital business.
12. Highlight the steps for building successful Social Media Strategies.
13. Explain the impact of cybersecurity issues on Digital Marketing.

### **PART-C**

**Answer any TWO questions out of THREE. Each answer carries TEN marks.**

**[10X2=20]**

14. Develop a content marketing strategy for a small business trying to increase its website traffic and lead generation.
15. Illustrate with an example how data-driven marketing can be applied to personalize online customer experience.
16. Draft a plan to handle ethical concerns while collecting and using customer data for targeted advertising.

### **PART-D**

**Answer the following.**

**[14X1=14]**

17. Foodie Hub is a growing online food delivery platform operating in three metro cities. It partners with 200+ restaurants and has about 50,000 registered users. Recently, it faced severe backlash due to:
- Increasing delivery delays because of lack of delivery partners during peak hours.
  - Negative social media reviews about cold food, late delivery, and rude delivery staff.
  - No proper channel to handle customer complaints quickly.
  - High customer churn rate — around 40% of new users do not return after their first order.

The management wants to fix its image, rebuild trust, and boost repeat orders by overhauling its digital strategy. They also want to train delivery staff and managers in better customer handling. As a Digital Marketing Advisor, answer:

Questions:

1. Suggest practical steps for Foodie Hub to monitor, manage, and respond to negative online reviews.
2. Recommend social media strategies, IMC tools, and mobile app improvements to engage customers and build trust.
3. Highlight two ethical issues Foodie Hub must consider while collecting user data for marketing.

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