

St. Clare College

Autonomous, Bengaluru

PG END SEMESTER EXAMINATION- JUNE/JULY 2026

M.Com.: II SEMESTER

MCO 2424: 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 EIGHT questions out of TEN. Each answer carries TWO marks.

[8x2 = 16]

1. Define Digital Marketing and list any two of its key features.
2. What are digital products? Mention any two examples.
3. What is data-driven strategy in digital marketing?
4. Mention any two metrics used to evaluate social media performance.
5. What is CRM? Write any two benefits of CRM systems.
6. What is ICANN? Why is it significant in online governance?
7. State two strategic implications of consumer data analytics in digital campaigns.
8. Distinguish between traditional and digital marketing.
9. Write two ethical concerns in digital marketing.
10. Identify two challenges faced by firms in managing global digital markets.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

11. Compare and contrast traditional marketing with digital marketing across key parameters.
12. Explain the components of the digital marketing mix in the context of an e-commerce company.
13. Describe the process and significance of online consumer segmentation and targeting.
14. Discuss the elements and effectiveness of social media strategies in customer acquisition.
15. What are the major privacy and legal issues in digital marketing? Discuss with examples.

16. Evaluate the role of social media monitoring and web analytics in improving marketing decision-making.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [2X10=20]

17. Explain the evolution and strategic drivers of the Internet Economy. Discuss the various e-business models with suitable examples.
18. What are the various tools and techniques used in Search Engine Optimization (SEO)? Explain how content management impacts SEO outcomes.
19. Explain the concept of Relationship Marketing. How can CRM tools be effectively used to build long-term customer loyalty in the digital space?

PART-D

Answer the following. Answer carries Fourteen Marks

[14X1=14]

20. GreenRoot is a new startup planning to launch an e-commerce platform for selling organic groceries and eco-friendly household products. The target market is urban millennials who are digitally active and environmentally conscious. The brand has limited funds but wants to make a strong digital impact through a well-defined marketing strategy.

Answer the following questions:

- a) Suggest two digital marketing mix strategies (from the 4Ps) suitable for GreenRoot and justify your choices briefly. (7 Marks)
- b) Which two social media platforms would you prioritize for this brand and why? Also, suggest one content idea for each platform to attract engagement. (7 Marks)
