

## **SEMESTER-III**

### **COURSE- B.COM(H)**

### **SUBJECT-DIGITAL MARKETING**

#### **SKILL ENHANCEMENT COURSE**

#### **QUESTION BANK**

1. Digital technology has affected markets and personal life in many ways. Explain.
2. Explain the process of SEO in detail.
3. Explain the concept of Crawling and Indexing.
4. Explain the various bases of segmenting customer markets.
5. Explain the various targeting strategies in detail.
6. Explain the concept of STP with examples.
7. Explain the role of online communities in today's era.
8. List the reasons of growth of E-Marketing in India.
9. Explain e-marketing mix with examples.
10. What is email marketing? Discuss its various merits and demerits.
11. Explain marketing. Also, discuss the 4 P's of marketing.
12. What are the various Positioning possibilities for a Marketing Manager?
13. What do you mean by 'STP'? Give examples.
14. Explain any three social media platforms along with their utility.
15. Explain the process of designing a website. What are the key things to remember while designing a website?
16. What is ORM? Explain in detail.
17. What are the merits and demerits of Internet Marketing?
18. What is the difference between traditional and online marketing?
19. What is the difference between E-marketing and Online marketing?
20. Write short notes on : a) Video marketing b) Viral marketing
21. Discuss the popularity of 'Word of Mouth Marketing'.
22. Explain the procedure of Marketing Segmentation?
23. What are the various basis for segmenting consumer markets?
24. Choose relevant segmentation for the following:
  - a) Ferrari
  - b) Cadbury 5-Star
  - c) Google Pixel
25. 'With half a billion active users, Indian internet is more rural, local, mobile-first than ever'. Elaborate.
26. Distinguish between Traditional and Digital Marketing with relevant examples.
27. Explain the POEM Framework in detail.
28. Digital Marketing plays a crucial role in helping a business grow. Explain.