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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**M.Com– II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

MCO 8520 - Digital Marketing

Time- 2 ½ hrs. Max Marks-70

**This paper contains two printed pages and four parts**

**Section A**

I Answer any **ten** of the following  **(10 X 2 = 20marks)**

1. What is digital marketing? Give an example of the same.
2. State any two aspects of digital presence.
3. Give the meaning of key words?
4. What is a Google slap?
5. State any four examples of social networking media.
6. What is cookie stuffing?
7. What is Ad sense?
8. Is YouTube a search engine? Justify your stand.
9. State any two uses of blogs.
10. What is a Capstone project?
11. List any two affiliate payment methods.
12. What is a viral campaign? Give an example.

**Section B**

II Answer any **three** of the following **(3 x 5 = 15 marks)**

1. Using a flow chart, depict the steps involved in creating a YouTube Channel.
2. Differentiate between SEO and SEM
3. Write short notes on Pure Play and Hybrid E-Commerce options.
4. Explain the tools for social media management.
5. How can a company build relationships with stakeholders online? Explain with respect to an organisation of your choice.

**Section C**

III Answer any **two** of the following **(2 x 10 = 20 marks)**

1. Describe the various media options available with suitable examples.
2. Explain the types of E-Commerce business models
3. *A good content strategy allows you to plan your work and ensure that all marketing effort is goal driven.* Discuss the formulation of a content strategy.

**Section D**

IV **Compulsory Question (1 X 15 = 15 marks)**

1. The Vijayanagar temples at Hampi and the Angkor Wat temples of Siem Reap, Cambodia belong to a similar period in history. The Hampi temples were built from the 14th to 16th century, notably during the reign of Krishnadeva Raya;  Angkor Wat, a 12th century funerary temple, was built by King Suryavarman II.

Both these temple complexes are very similar. Both Hampi and Angkor have suffered extensive damage over the years. Both attractions are UNESCO World Heritage Sites. Both sites are equally accessible, Hampi is 12 km from Hospet, conveniently covered by the ubiquitous autorickshaw, while Angkor Wat is a mere 5 km from Siem Reap by “tuk-tuk”.

With such extensive similarities and equally brilliant temple architecture there is a vast difference between the number of visitors to Siem Reap and Hampi. The year before the Covid pandemic disrupted travel, 26 lakh people visited Siem while Hampi had a pitiful 3.5 lakh tourists. Although poor infrastructure facilities and international connectivity are major causes for the lack of tourism footfall, the bigger issue is very poor tourism promotion.

**Question:**

The Government of Karnataka requires you to create an integrated digital marketing strategy to boost tourism in Hampi and increase its digital presence.

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