

**ST. JOSEPH’S UNIVERSITY, BANGALORE-27**

**M.Com – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in MAY 2023)**

MCO8520: DIGITAL MARKETING

**(For current batch students only)**

**Time- 2 hrs Max Marks-50**

**This paper contains ONE printed page and three parts**

**Part- A**

**I. Answer any TWO of the following questions. 2x5=10**

1. Write short notes on payment gateways and UPI with suitable examples.
2. Differentiate between SEO and SEM.
3. Briefly explain Cookies and Google slap.

**Part-B**

**II. Answer any TWO of the following questions. 2x15=30**

1. Discuss the benefits of the following:
   1. Forums and discussion boards. (5m)
   2. Viral marketing. (5m)
   3. Affiliate marketing. (5m)
2. a) Briefly explain the online pricing models. (5m)

b) What is YouTube marketing? Briefly explain its role in digital marketing. (10m)

1. Explain the various tools for social media management.

**Part- C**

**III. Answer the following question: 10x1=10**

1. a) Highlight and briefly explain the media options available for marketers with suitable examples.(5m)

b) If you were the owner of a restaurant, which media option would you choose and why? (5m)

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