



23105977

QP CODE: 23105977

Reg No :

Name :

B.VOC DEGREE REGULAR EXAMINATIONS, MARCH 2023

Sixth Semester

B.Voc Accounting and Taxation

TBOC604 - DIGITAL MARKETING MANAGEMENT

2020 Admission Only

7EE3A4F6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is PLC?
2. What is maturity stage?
3. What are the need for marketing?
4. What is geographical segmentation?
5. What is market targeting?
6. Give example for market segments.
7. What are search engines?
8. List out disadvantages of E-Marketing.
9. What are keywords in search engine marketing?
10. Give example for social media marketing.
11. Define Digital garage.
12. What is post campaign analysis?

(10×2=20)



Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the advantages of marketing?
14. Elaborate stages in PLC.
15. Elaborate the role and duties of a marketing manager.
16. Explain the functions of packing.
17. What are the advantages of trade mark?
18. Explain the grounds of segmenting a market.
19. Explain SEO.
20. Explain the advantages and disadvantages of social media marketing.
21. Elaborate the benefits of Google Ads.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is marketing? Elaborate the stages in product life cycle.
23. Elaborate the basis of market segmentation in detail.
24. What is digital marketing? Explain the mediums of digital marketing.
25. What are social medias? Explain the various social medias used in marketing.

(2×15=30)