



QP CODE: 24017968



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.Voc Accounting and Taxation

TBOC604 - DIGITAL MARKETING MANAGEMENT

2018 Admission Onwards

02B074ED

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is modern marketing?
2. List out stages in PLC.
3. What is meant by labelling?
4. What is market positioning?
5. Give example for labelling.
6. Give example for trade mark.
7. What is social media marketing?
8. List out disadvantages of M-Marketing.
9. List out main areas of Digital media marketing.
10. List out advantages of social media marketing.
11. What is cost per click?
12. What is shopping campaign?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain PLC.
14. Explain the stages in the life time of a product.



15. Explain the process marketing management.
16. Elaborate the need for market segmentation.
17. Explain the concept market targeting.
18. Elaborate the role of packing in marketing.
19. Elaborate the role of Search Engine Optimisation.
20. Elaborate the need of social media marketing.
21. Explain how to obtain Google Ad certification.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What is marketing? What are its features? Explain the functions of marketing.
23. Explain the concept "Branding" in marketing.
24. What is digital marketing? Explain the platforms of digital marketing.
25. Elaborate the significance of social media in marketing.

(2×15=30)