



QP CODE: 25021678



25021678

Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Business Accounting and Taxation

TBOC604 - DIGITAL MARKETING MANAGEMENT

2018 Admission Onwards

8D318D0C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is selling?
2. What is market mayopia?
3. Give example for marketing mayopia.
4. What is market targeting?
5. What is meant by brand loyalty?
6. List out advantages of labelling.
7. List platforms of digital marketting.
8. List out advantages of search engine marketing.
9. What is green marketing?
10. List out platforms for social media marketing.
11. What is digital garage?
12. What is post campaign analysis?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the nature of modern marketing.



14. Elaborate recent trends in marketing management.
15. Explain the recent concepts in marketing.
16. Elaborate the need for market segmentation.
17. Explain the steps in branding.
18. Explain the significance of labelling.
19. What are the advantages of SEO?
20. Elaborate the role played by social media in marketing.
21. Explain the strategies to be adopted while advertising through Google.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Elaborate PLC in detail.
23. Explain the role of packing and labelling in marketing.
24. Define digital marketing. Explain the tools used in digital marketing.
25. Elaborate the significance of social media in marketing.

(2×15=30)