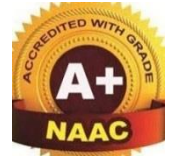




**SHRI GNANAMBICA DEGREE COLLEGE MADANAPALLI
(AUTONOMOUS)
PROGRAMME: B.Com Computer Applications
II YEAR-III SEM
COURSE 8: DIGITAL MARKETING
QUESTION BANK**



UNIT 1: DIGITAL MARKETING

Short Answer Questions:

1. Who is a digital consumer?
2. What is the history of digital marketing

Long Answer Questions:

1. Explain the key differences between traditional and digital marketing.
2. Discuss the characteristics of digital marketing.
3. Describe the components of a digital marketing strategy.

UNIT 2: ONLINE ADVERTISING

Short Answer Questions:

1. Where to advertise (Online platforms).
2. What is the purpose of landing pages?

Long Answer Questions:

1. Define online advertising and explain its objectives.
2. Explain the features of search engine advertising.
3. Discuss about the network advertising.
4. Describe the Online Ad format.

UNIT 3: EMAIL MARKETING

Short Answer Questions:

1. Email marketing campaign process?
2. What is email tracking?

3. Mention four features of Email marketing

Long Answer Questions:

1. Discuss the different types of emails used in email marketing.
2. Give advantages and disadvantages of Email marketing.
3. Describe the tools used in email marketing.

UNIT 4: SOCIAL MEDIA MARKETING (SMM)

Short Answer Questions:

1. Name any two social media marketing tools.
2. Analyze the roles of Facebook.
3. Features of Twitter

Long Answer Questions:

1. Define social media marketing and explain its objectives.
2. Discuss the characteristics of a successful social media marketer.
3. What is social media monitoring? Why is it important?

UNIT 5: SEARCH ENGINE OPTIMIZATION (SEO)

Short Answer Questions:

1. What is on-page optimization?
2. What is off-page optimization?
3. Search engine Process.

Long Answer Questions:

1. Explain the Search Engine Optimization features.
2. Describe the goals of Search Engine Optimization.
3. Explain Search Engine Results.