

QP CODE: D4BEC2401	(Pages: 2)	Reg. No :
		Name :
Fourth Semester B.Sc (FYUGP) Degree Examinations April 2026		
Value Added Courses (VAC)		
ECO4FV110 : Digital Marketing and E- Commerce Strategies		
(Credits: 3)		
Time: 1.5 Hours	Maximum Marks: 50	
Section A		
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)		
1. Describe competitor analysis.	BL1	CO1, CO3, CO4
2. Briefly explain concentrated marketing.	BL2	CO1, CO3, CO4
3. Mention the stages in CRM process.	BL1	CO1, CO3, CO4
4. Briefly explain buyer decision process.	BL2	CO1, CO3, CO4
5. Define social media marketing.	BL1	CO2, CO3, CO4, CO5, CO6
6. Define traditional commerce.	BL1	CO2, CO3, CO4, CO5, CO6
7. What do you mean by supply chain management?	BL2	CO2, CO3, CO4, CO5, CO6
8. Describe web presence.	BL1	CO2, CO3, CO4, CO5, CO6
9. Comment on native advertising.	BL1	CO2, CO3, CO4, CO5, CO6
10. Write a note on content marketing strategy.	BL1	CO2, CO3, CO4, CO5, CO6
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)		
11. Explain the meaning and scope of marketing.	BL2	CO1, CO3, CO4
12. Analyse value-based marketing.	BL4	CO1, CO3, CO4
13. Explain the challenges in digital marketing.	BL2	CO2, CO3, CO4, CO5, CO6
14. Discuss security issues in e-commerce.	BL5	CO2, CO3, CO4, CO5, CO6
15. Explain Google Analytics.	BL2	CO2, CO3, CO4, CO5, CO6
(PTO)		

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

16. Critically examine pricing strategies in competitive markets.

BL4

CO1, CO3, CO4

17. Evaluate content marketing as a digital strategy.

BL4

CO2, CO3, CO4, CO5, CO6

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)