

Reg. No .....

Name .....

**B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**  
**UGP (HONS.) SEMESTER - 3: DISCIPLINE SPECIFIC ELECTIVE**  
**COURSE: 24UCOMDSE205: MARKETING MANAGEMENT AND DIGITAL MARKETING**

*(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

**PART A**

**Answer any 10 questions. Each question carries 1 mark**

1. What is meant by dividing a market into distinct groups of buyers with different needs? (CO1, R)
2. Explain the 4Cs framework in digital marketing. (CO1, U)
3. Bring out meaning and essence of marketing as a process. (CO1,U)
4. What do you understand by Click-and-Mortar retailing? (CO3,U)
5. Explain the stage of PLC that is most successful for a marketer . (CO2,U)
6. What is the term used for the practice of improving website visibility on search engines? (CO5, R)
7. What is meant by Omni channel distribution in marketing? (CO3, U)
8. Explain the short-term incentive given to encourage product purchases. (CO4, R)
9. Explain the element of the Promotion Mix in which influencer marketing plays a significant role. (CO4, R)
10. What is value-based pricing? (CO3, U)
11. How are AI, AR/VR, and Machine Learning used in consumer engagement within marketing? (CO5, U)
12. Are Segmentation and Positioning strategies relevant in digital marketing? Explain briefly. (CO1, U)

**(1 x 10 = 10)**

**PART B**

**Answer 5 questions. Each question carries 2 marks**

13. Differentiate between 4Ps and 4Cs of marketing with one example each. (CO1, U)
14. Suggest two ways in which consumer behaviour in the digital era differs from the traditional era. (CO1, U)
15. Write a short note on sustainable packaging with an example. (CO2, A)
16. How does dynamic pricing benefit e-commerce businesses? Give an example. (CO3, A)
17. Mention two key features of programmatic advertising. (CO4, R)
18. Give an example of a “successful influencer” partnership in digital marketing. (CO4, U)

19. State two advantages of using AI in digital marketing campaigns. (CO5, U)  
20. Explain how gamification can improve customer engagement. (CO4, A)

**(2 x 5 =10)**

**PART C**

**Answer 4 questions. Each question carries 5 marks**

21. How can segmentation and positioning help launch a new digital product?  
Give one example. (CO1, A)  
22. What are the stages of Product Life Cycle? Give one example of revival  
in maturity stage. (CO2, U)  
23. What are the key challenges and opportunities of omni-channel  
distribution in India? (CO3, A)  
24. How would you plan an influencer campaign for a local organic brand? (CO4, C)  
25. Why are SEO and SEM important for a company's online presence?  
Give one example. (CO5, U)  
26. What strategies can help a company manage negative publicity on social media? (CO4, A)

**(5 x 4 = 20)**

**PART D**

**Answer 1 question. Each question carries 10 marks**

27. What is consumer behaviour? Explain its main features and influencing factors. (CO1, U)  
28. What is digital marketing? Explain its key concepts, strategies, and tools. (CO5, U)

**(10 x 1 = 10)**

