

2026

COMMERCE

Course No.: COM434E

M.Com (4th Semester)

(Digital Marketing)

Full Marks : 60

Time : 3 hours

The questions are of equal value

The figures in the margin indicate full marks for the questions

*Answer **all** questions*



1. (a) Explain the development of digital marketing and identify its key components. Analyse how technologies such as AI and chatbots influence current marketing practices. (4+4+4=12)
(OR)
(b) Formulate a digital marketing plan for a business and discuss how ethical and legal considerations affect its execution. (4+8=12)
2. (a) Describe the concept of display advertising and explain its different types. Analyse how targeting techniques and consumer personas improve advertising effectiveness. (4+4+4=12)
(OR)
(b) Explain programmatic advertising along with ad servers and ad exchanges. Evaluate the major challenges faced in display and search engine advertising. (4+4+4=12)
3. (a) Discuss the process of social media marketing, including listening, goal setting, strategy, and performance measurement. Analyse how organisations can build strong brand communities. (8+4=12)
(OR)
(b) Compare major social media platforms such as Facebook, Instagram, LinkedIn, and X. Evaluate how businesses can effectively use these platforms for marketing. (8+4=12)
4. (a) Explain the concept of mobile marketing and describe its key features. Analyse the tools and techniques used for mobile marketing analytics. (4+4+4=12)
(OR)
(b) Discuss the concept and phases of Search Engine Optimization (SEO). Evaluate the role of on-page and off-page optimization in improving website visibility. (6+6=12)
5. (a) Explain digital analytics with reference to data collection and key metrics. Analyse the challenges posed by cookies and ad-blockers. (4+4+4=12)
(OR)
(b) Discuss video marketing and its relationship with social media platforms. Evaluate how different types of videos and analytics tools help in measuring performance. (3+5+4=12)