

ISLAMPUR COLLEGE
DEPARTMENT OF COMMERCE
SEMESTER – II
(FYUGP - 2024-25)

INTERNAL ASSESSMENT QUESTIONS, 2025-26

DIGITAL MARKETING (SEC)
FULL MARKS: 20

ANSWER ANY TWO QUESTIONS (10 *2 = 20 MARKS)

1. Discuss about advantages of Digital marketing over Traditional marketing. State some challenges and opportunities in present scenario for digital marketers. **(5+5)**

2. What are the functions and significance of Web Analytics? Discuss in brief the digital advertising tools. **(5+5)**

3. Write a short note on:
 - a) Content creation **(3)**
 - b) E-mail marketing **(3)**
 - c) Functions of Search Engine Optimization (SEO) **(4)**